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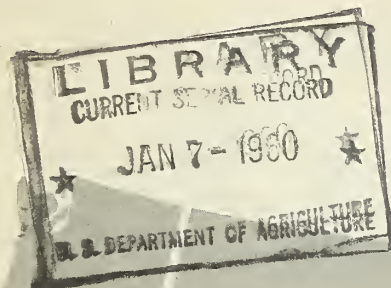
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CONSUMER PURCHASES OF

Selected Fruits and Juices

By Regions and Retail Outlets

July-September 1959



CPFJ- 92

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

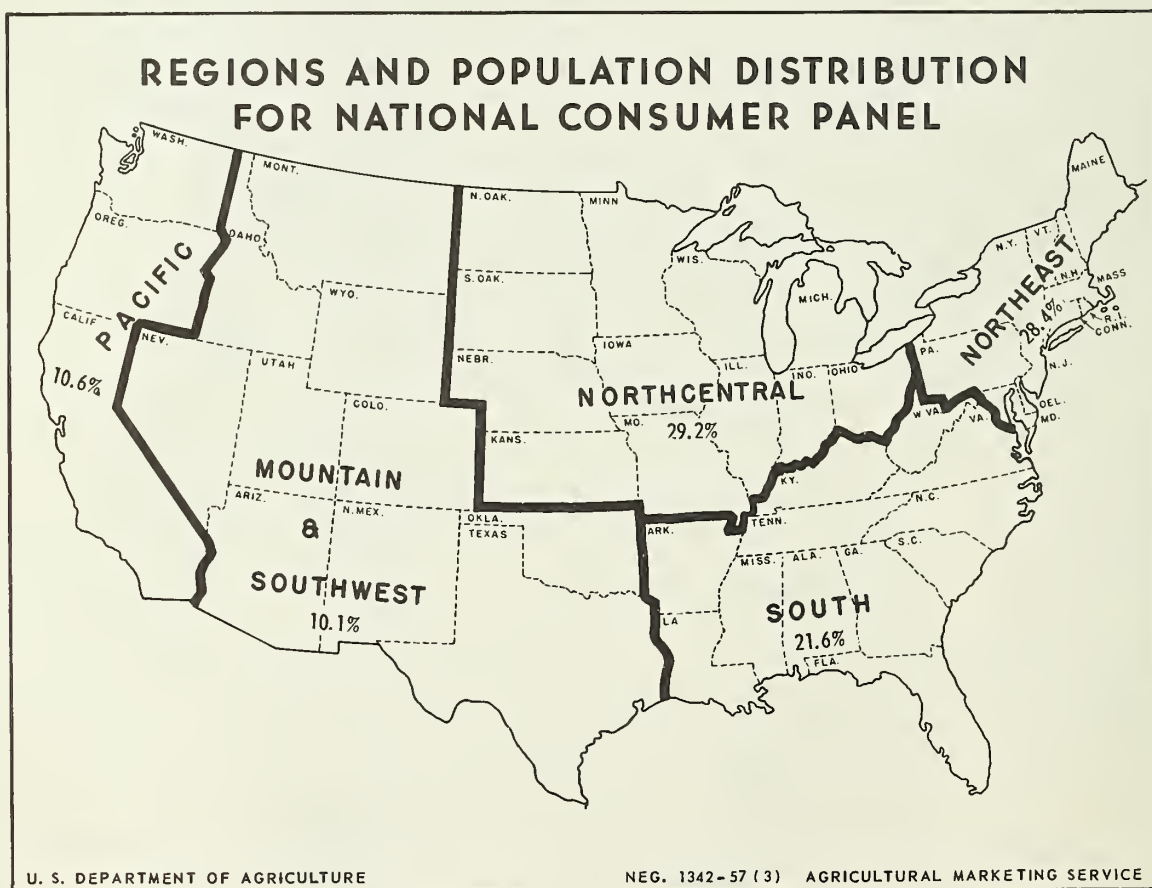
WASHINGTON D.C.

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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: The next report by regions and retail outlets will be for:
 : January-March 1960 :

December 1959

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, JULY-SEPTEMBER 1959

By Clive E. Johnson *see pg.*
Market Development Research Division
Agricultural Marketing Service

: The data in this report represent estimated purchases of :
: specified fruits and juices by household consumers only. They:
: do not include purchases by restaurants, hospitals, hotels, or:
: other institutional outlets. :

SUMMARY

Household consumers purchased substantially more frozen concentrated orange juice, shelf-pack orangeade, canned lemon juice, fresh oranges, and fresh grapefruit in the third quarter of 1959 than in the corresponding quarter of 1958. More moderate gains were reported for purchases of tomato juice and pineapple-grapefruit drink. Frozen concentrated lemonade, chilled orange juice, and canned grapefruit juice were purchased in about the same volume as a year earlier. On the other hand, third quarter buying of fresh lemons, canned grapefruit sections, single-strength orangeade, and prune juice was 5 to 12 percent below the same quarter a year earlier. Purchases of miscellaneous frozen concentrated juices, pineapple juice, and canned orange juice were 20 to 46 percent below July-September 1958.

The 1958-59 orange and grapefruit crops were greater than in the preceding season, when adverse weather led to the smallest production for several years. The lemon crop remained at the high level of the preceding season, but the prune crop was short. Greater quantities of citrus fruits were processed in 1958-59, and fewer lemons and Florida oranges were available for fresh use. Frozen concentrated orange juice was produced in record quantity, but there was a substantial decline in production of canned orange juice. Production of canned grapefruit juice and canned grapefruit sections increased over a year earlier.

In the 1958-59 season (October 1958-September 1959) purchases of fresh citrus fruits and orange and grapefruit products for home use dropped below 1957-58 volumes. Frozen concentrated lemonade, single-strength lemon juice, and pineapple-grapefruit drink, however, were purchased at or near peak levels. Tomato juice made some gain over the preceding season, but moderate to heavy declines in household purchases were reported for prune juice, pineapple juice, and the miscellaneous frozen concentrated juices.

Household consumers spent a total of about \$1 billion for selected fruits and juices in 1958-59, almost the same as in the preceding season. About \$548 million were spent for fresh oranges and orange products, 2 percent less than in 1957-58. Expenditures for fresh and processed grapefruit, about \$139 million, declined about 3 percent. Spending for lemons and lemon products, however, held steady at about \$90 million. Expenditures for prune juice rose 10 percent over a year earlier and spending for pineapple-grapefruit drink

increased 33 percent. There was a moderate decline from 1957-58 in expenditures for miscellaneous frozen concentrated juices.

Consumer expenditures for frozen concentrated orange juice in 1958-59 were about 14 percent greater than in 1954-55, when the orange crop was slightly larger. The gain, however, was about offset by a decline in expenditures for fresh oranges and canned single-strength orange juice. The 1958-59 grapefruit crop was about 4 percent larger than in 1954-55, but the amount spent for fresh grapefruit and for canned single-strength grapefruit juice was about 4 percent less. Production of lemons increased substantially over 1954-55, but expenditures for fresh lemons, single-strength lemon juice, and frozen concentrated lemonade totaled about 7 percent less.

Changes in the Consumer Purchase Reports.--September 1959 completes a decade of financial cooperation between the Department of Agriculture and fruit industry groups in providing the data that appear in the consumer purchase reports. Beginning with October 1959, the Florida Citrus Commission, with some help from the California Prune Advisory Board, will pay the entire cost of obtaining the data. The U. S. Department of Agriculture will continue to analyze the data and publish the reports as it has during the past 10 years. Purchase data for fresh lemons, lemon products, shelf-pack orangeade, and the detail for fresh oranges and grapefruit by area of production will not be obtained after September. On the other hand, information will be provided on purchases of canned fruit drinks other than orange and pineapple-grapefruit.

Only one report on purchases by regions and retail outlets will be made in the 1959-60 season. This report will be for January-March 1960. The monthly series, however, will be continued, and a report on purchases by family characteristics will be issued for April-September 1960.

CONCENTRATED JUICES AND ADES

Frozen orange concentrate.--Household consumers purchased about 13.6 million gallons of frozen concentrated orange juice in the third quarter of 1959. While this was a substantial gain over the abnormally small volume of the third quarter a year earlier, the quantity bought was only about 84 percent of the average 1955-57 third quarter purchase. Substantial gains were made over a year earlier in all regions except the Mountain-Southwest where there was little change. The decline from the 3-year average reflected a relatively small purchase in all regions and in all types of retail outlets. Per capita purchases averaged about 10.3 ounces nationally, or about 10 four-ounce servings of ready-to-drink orange juice. Regionally, purchases amounted to about 6 ounces per person in the Southern and Mountain-Southwestern States, 10 in the North Central and Pacific Coast States, and 16 in the Northeast. Except for the disturbed period following the freezes in Florida, these were the lowest per capita purchases reported since the last quarter of 1953. Retail prices averaged 22.1 cents per 6-ounce can, compared with about 20.8 cents in the 2 preceding quarters and 24.6 cents a year earlier.

Production of frozen orange juice surged to a new high in 1958-59, 40 percent more than in the preceding season, and 11 percent more than in the previous high year of 1956-57. Retail purchases in the year ending with

September, however, dropped about 5 percent from 1957-58 to 53 million gallons, the lowest since 1952-53. At the average retail price of 22.1 cents per can, consumers spent about \$249 million for frozen orange juice in 1958-59. This represented a gain of 5 percent over the amount spent in the preceding year and a 14-percent gain in the 5-year period beginning with 1954-55. The average buying family purchased 10 ounces of frozen orange juice per week in 1958-59, at a cost of about 37 cents. ^{1/} While this was about the same size of purchase made in 1957-58, weekly expenditures averaged 3 cents higher. In 1954-55, buying family purchases averaged about 11 ounces per week and expenditures averaged 29 cents (table 2).

Other frozen concentrates.--The quantity of frozen concentrated juices other than orange purchased for home use in the third quarter of 1959, about 2.2 million gallons, was only about 80 percent of the quantity bought in the corresponding quarter of 1958. Buying was far behind year-earlier levels in all regions and in all types of retail outlets. Purchases averaged about 3 ounces per person in the Northeast, substantially more than in other regions. Retail prices were unchanged at 19.1 cents per 6-ounce can.

For the whole season, purchases totaled about 9.3 million gallons, 8 percent less than in 1957-58. The total amount spent for these concentrates was down moderately to about \$39 million (table 3).

Frozen concentrated lemonade.--Retail purchases of frozen concentrated lemonade totaled 6.9 million gallons, about the same as in the third quarter of 1958. Buying in the Northeast and North Central areas rose to new highs in sharp contrast to a lower level of purchases in other regions. Per capita purchases in the Northeast and Pacific Coast States were considerably higher than the national average of 5.2 ounces, and several times higher than purchase rates in the South and Mountain-Southwestern States. Retail prices averaged 10.6 cents per 6-ounce can, 0.3 cent higher than in the third quarter of 1958.

Purchases for the entire season climbed 10 percent from those in 1957-58 to a new high of nearly 14 million gallons. Heavier buying, however, occurred only in the Northeastern and the North Central regions. Consumers in the South and the Pacific region bought 8 percent less than in 1957-58. Retail sales increased considerably more in independent stores than in other types of outlets. Consumers spent about \$32 million for frozen concentrated lemonade in 1958-59, 11 percent more than in the preceding season (table 4).

Shelf-pack orangeade.--The half-million gallons of shelf-pack concentrated orangeade bought for home use was the largest quarterly purchase reported since mid-1955. Buying increased substantially over a year earlier in the Pacific Coast States and moderately in the North Central area. Sales increased in independent and national chain stores. Retail prices, up slightly from a year earlier, averaged 18.7 cents per 6-ounce can.

^{1/} See the monthly series of Consumer Purchases of Selected Fruits and Juices for data on the proportion of families buying and for the size and frequency of purchase.

Purchases of the product in the 1958-59 season totaled about 1.5 million gallons, the same as in 1957-58. Purchases in the North Central States (50 percent of the total) and the Mountain-Southwestern region failed to reach the year-earlier level, but moderate to large gains were made in other regions. Retail prices, at 19 cents per can, averaged 1.2 cents higher. Consumer expenditures increased moderately to about \$6 million (table 5).

SINGLE-STRENGTH JUICES, ADES, AND DRINKS

Chilled orange juice.--Household purchases of chilled orange juice totaled about 5.4 million gallons in the third quarter of 1959, virtually the same as in the corresponding quarter of 1958. There were substantial changes from a year earlier, however, in the volume of purchases by region and type of outlet. Buying increased 17 to 28 percent in the Northeast, South, and Pacific States, but in the North Central States purchases dropped substantially and there was a fairly large decline in the Mountain-Southwestern region. Sales fell off in independent and regional chain stores, with corresponding increases reported in national chains, and in "other" retail outlets, such as dairies, delicatessens, etc., where about 50 percent of purchases were made. Retail prices edged up 1.4 cents from a year earlier to a new high of 42.6 cents per quart.

About 23.8 million gallons of chilled orange juice was bought in 1958-59, 6 percent less than in the 1957-58 season. Buying held steady in the Northeast, and heavy losses in the North Central, Southern, and Mountain-Southwestern States more than offset a substantial gain in the Pacific Coast States. At the average price of 41.8 cents per quart, consumers spent about \$40 million for chilled orange juice in 1958-59, a little more than in the preceding year when prices averaged 38.5 cents (table 6).

Canned orange juice.--Retail purchases of canned single-strength orange juice were only about half as great as in the third quarter of 1958. Buying was down in all regions, with declines ranging from 31 percent in the South to 57 percent in the North Central States. The South accounted for about 35 percent of the total purchase volume, compared with a 28-percent share a year earlier. Retail prices were up 9 cents to a new peak of 45.6 cents per 46-ounce can.

Production of canned orange juice in 1958-59 was the smallest since the mid-1940's. Purchases for the season totaled about 9.3 million cases, 45 percent less than the relatively high volume of 1957-58, and 32 percent less than the 3-year average for 1954-56. Retail prices averaged 42.6 cents for the season, 9.6 cents more than in 1957-58. Buying family purchases averaged about 21 ounces per week at a cost of 19 cents, compared with a purchase of 26 ounces and a cost of 18 cents per week in the preceding season. In total, consumers spent about \$37 million for canned orange juice, 28 percent less than in 1957-58 and 18 percent less than in 1954-55 (table 7).

Canned grapefruit juice.--Consumers purchased 2.2 million cases of single-strength grapefruit juice in the third quarter of 1959, the same as in the corresponding quarter a year earlier. On a regional basis, buying fell off moderately in the South and substantially in the Pacific Coast States, but fairly large gains were recorded in the North Central and Mountain-Southwestern

regions. Purchases on a per capita basis averaged 5.5 ounces nationally, ranging from about 4 in the Pacific region to a little more than 6 in the Northeast. Consumer prices averaged 31.4 cents per 46-ounce can, about 2 cents less than a year earlier.

In the 1958-59 season household consumers purchased 8.9 million cases of grapefruit juice, a decline of 15 percent from the preceding season, and 21 percent from 2 years earlier. Production of the product, however, was moderately greater than the low 1957-58 volume. Retail prices rose 2.8 cents to 32.3 cents per can, the highest reported for any season since 1949-50. Consumers spent about \$27 million for this juice in 1958-59, 7 or 8 percent less than in either of the 2 preceding years. Buying family purchases averaged 23 ounces per week in 1958-59, and expenditures averaged 16 cents (table 8).

Lemon juice.--Third quarter purchases of lemon juice climbed to a 7-year peak of 350,000 cases, a 22-percent gain over the corresponding period a year earlier. The increase reflected heavier buying in the Northeast and North Central regions. Per capita purchases in the Northeast were substantially higher than the national average, and several times more than the per person rate in the South and Mountain-Southwestern areas. The average of 10.6 cents paid per $5\frac{1}{2}$ -6-ounce can was almost the same as in the corresponding quarter a year earlier.

Purchases of lemon juice for the season ending with September rose 18 percent over the preceding year to about 1 million cases, the largest reported since 1951-52. At the season average price of 10.4 cents per can, consumers' expenditures totaled about \$7 million, 17 percent more than in 1957-58 (table 9).

Pineapple juice.--The downtrend in consumer purchases of pineapple juice continued, and purchases dropped 24 percent from a year earlier to 3.1 million cases, the lowest reported for any quarter since 1951. Per capita buying varied from about 5 ounces in the North Central and Southern States to 12 ounces in the Northeast, averaging about 8 ounces per person nationally. This juice was sold at an average price of 31.6 cents per 46-ounce can, 2.1 cents more than in the same quarter of 1958.

Household consumers bought about 13.1 million cases of pineapple juice in the season ending with September 1959 at a cost of about \$39 million. This was a decline from 1957-58 of about 19 percent in volume of purchases and 12 percent in expenditures. Buying family purchases averaged 22 ounces per week, and the average weekly expenditure was about 15 cents (table 10).

Prune juice.--July-September 1959 purchases of prune juice dropped about 12 percent from a year earlier to 1.7 million cases, the lowest reported for several years. Buying was far behind year-earlier levels in the Northeast and South and moderately behind in the North Central States. On the other hand, there was a moderate pick-up in the Mountain-Southwestern and Pacific Coast States. Despite the decline, sales rose in regional chain stores in contrast to sharp drops in independent and national chain groceries. Per capita buying averaged 7.3 ounces in the Northeast, well above the national average of 4.2 ounces, and about three times the purchase rate in the North Central and

Southern States. Prices paid averaged 43.6 cents per quart bottle, 10 cents more than a year earlier.

Total purchases of prune juice in the 1958-59 season dropped about 12 percent from 1957-58 to 7.1 million cases. The low volume was associated with a small prune crop. Purchases averaged about 17 ounces per week on a buying family basis, and expenditures, with prices averaging 42 cents per quart, amounted to about 23 cents per week. In the preceding season, weekly purchases averaged about 18 ounces and expenditures, with prices at 33.6 cents per quart, averaged about 19 cents. Consumer expenditures for prune juice totaled about \$40 million for the year, 10 percent more than in 1957-58 (table 11).

Tomato juice.--Third quarter purchases of tomato juice at about 5.4 million cases were 6 percent greater than in the same quarter of 1958. Heavier buying was reported for all regions except the Pacific, where the volume dropped about 10 percent. Sales in regional chains were up about one-third, and there was some gain in independent groceries. In national chain stores, however, sales were off 17 percent. Per person buying varied between 7 ounces in the South and 18 in the Northeast, averaging about 14 ounces nationally--two or three times the per person purchase of other reported canned juices. Prices paid averaged 26.8 cents per 46-ounce can, 2 cents less than in the same quarter of 1958.

Retail purchases of tomato juice in the 1958-59 season totaled about 23.5 million cases, a gain of 3 percent over the preceding year. Heavier buying was limited to the Northeastern, North Central, and Mountain-Southwestern States. At the 1958-59 price of 27.2 cents per can, consumers spent about \$60 million for tomato juice, the same as in 1957-58 when prices averaged 28.2 cents. On the average, a buying family purchased about 24 ounces per week at a cost of 14 cents. In the preceding year, the average weekly purchase of 22 ounces cost about 13 cents (table 12).

Canned juices.--Third quarter purchases of the 6 individually reported canned single-strength juices amounted to about 14.6 million cases, 15 percent less than in the same quarter a year earlier. Purchases for the 1958-59 season totaled about 62.8 million cases and the total household consumer expenditure was \$211 million. This was a drop of 16 percent in purchases and 8 percent in the amount spent in comparison with 1957-58. ^{2/}

Canned orangeade. Household purchases of canned single-strength orangeade dropped 8 percent from the corresponding quarter a year earlier to the lowest third quarter volume since 1954. The product made a poor showing in all regions except North Central, where buying increased about 11 percent. Sales increased moderately in regional chain stores, in contrast to a drop in volume in other types of outlets. Per capita purchases averaged about 4 ounces nationally, with the per person rate higher than average in the North Central and Pacific regions. Retail prices averaged 29.6 cents per 46-ounce can, 1.2 cents more than a year earlier.

^{2/} Data for canned single-strength juices other than the 6 individually reported are being revised and have been excluded from this report. The revised data, together with a new table on total purchases of canned juices, will be included in the next issue of this series.

The season's purchase dropped 6 percent from 1957-58 to about 6 million cases, the lowest reported for several years. Retail prices rose 2 cents to 30.1 cents per can, the highest reported in the 7 years these data have been obtained. The average buying family bought 28 ounces of orangeade per week in 1958-59 at a cost of 18 cents, a decrease of about 1 ounce in the size of purchase from a year earlier, but an increase of about 1 cent in cost. Total expenditures, however, about \$17 million, were about the same as in 1957-58 (table 13).

Pineapple-grapefruit drink.--July-September purchases of pineapple-grapefruit drink remained at the second quarter level of 3.3 million cases. This was the second quarter in succession that buying failed to increase, a sharp change in pace from the brisk rise in volume that prevailed from late 1956 through early 1959. Per capita purchases averaged about 8 ounces nationally, ranging from 6 ounces or less in the Mountain-Southwestern and Southern States to 11 in the Northeast and Pacific Coast States. This product was sold at an average price of 30.6 cents per 46-ounce can, 0.5 cent more than in the third quarter of 1958.

Consumers spent about \$37 million in the 1958-59 season for the 13 million cases of pineapple-grapefruit drink bought for home use, an increase over the preceding year of about a third in both expenditures and volume of purchases. On a buying family basis, purchases averaged about 24 ounces, and family expenditures averaged 16 cents per week (table 14).

FRESH AND CANNED FRUIT

Fresh oranges.--About 3.1 million boxes of fresh oranges were bought for home use during July-September 1959, a third more than the unusually small volume purchased in the third quarter of 1958. Substantially heavier purchases were made in all regions and in all types of retail outlets. Per capita purchases varied from about 1.7 oranges in the South to a little more than 6 in the Northeast, averaging 4 oranges per person nationally. Retailers charged an average of 52.7 cents for a dozen oranges, 11.3 cents less than a year earlier.

Purchases of California-Arizona oranges, with substantial gains in all regions except the Mountain-Southwestern, were up 36 percent from the third quarter of 1958 to 2.4 million boxes. These oranges brought an average of 53.1 cents per dozen, 12.9 cents less than a year earlier. Purchases of Florida oranges totaled about 240,000 boxes, the same as a year earlier, but prices charged were down about 10 cents to 49.2 cents per dozen. Consumers were not able to identify the area of origin of most of the other oranges purchased during the quarter. Prices paid for such fruit dropped 4.6 cents from a year earlier to 53.1 cents per dozen.

In the season ending with September, retail purchases of oranges totaled about 22.3 million boxes, slightly less than in 1957-58, and well below levels of earlier years. Purchases in the Northeastern and North Central States, about two-thirds of the total, held at about the 1957-58 level. A good improvement was reported in the Pacific region in contrast to substantially lighter buying in Southern and Mountain-Southwestern States. Per capita

purchases for the year ranged from 18 or 20 oranges in the South and Mountain-Southwestern regions to 38 in the Northeast, averaging 29 oranges per person nationally. In 1954-55, when the crop was slightly larger and fewer were processed than in the current season, purchases averaged 42.3 oranges per person. The average buying family purchased 6 oranges per week in 1958-59 at a cost of about 24 cents. This was a slightly larger purchase but a slightly smaller expenditure than was made in 1957-58. Consumer expenditures amounted to about \$200 million for the season, 4 percent less than in 1957-58, and 11 percent less than in 1954-55. Expenditures for California-Arizona oranges in 1958-59, about \$116 million, were up about 4 percent from a year earlier, but the amount spent for Florida oranges dropped about 20 percent to \$47 million (tables 15-18).

Fresh grapefruit.---A million boxes of fresh grapefruit were bought for home use in the third quarter of 1959. This was about twice the quantity purchased in the same quarter a year earlier, when buying was the lowest reported in the 10-year series. The gain in volume was confined almost entirely to the Northeastern, North Central, and Southern regions. Grapefruit were retailed at an average price of \$1.16 per dozen, 24 cents less than a year earlier.

Purchases of California-Arizona grapefruit, about 312,000 boxes, were up a third from a year earlier. Prices charged for these fruit dropped 22 cents to \$1.19 per dozen. The 358,000 boxes of Florida grapefruit purchased was about 5 times the July-September 1958 volume. At \$1.10 per dozen, Florida grapefruit were about 34 cents cheaper than a year earlier. Purchases of unidentified grapefruit also increased substantially. Prices for such fruit at \$1.19 per dozen, were down about 20 cents.

During the 1958-59 season, householders bought about 16 million boxes of fresh grapefruit, about the same as in the preceding season. Purchases of Florida grapefruit, about 54 percent of the total, were up moderately, but declines of 9 to 12 percent were reported in purchases of grapefruit from other areas. The Northeast and the North Central regions each accounted for about a third of total purchases, the South and the Pacific States for about 12 percent each, and the balance was bought in Mountain-Southwestern States.

Per capita purchases in 1958-59 averaged about 4 grapefruit in the South and a little more than 5 in the Mountain-Southwest, compared with about 8.5 grapefruit per person in other regions. The average buying family purchased 2.3 grapefruit per week at a cost of about 18 cents, much the same as in 1957-58. With prices averaging 91.8 cents per dozen, compared with 94 cents in the preceding season, consumer expenditures declined a little to about \$92 million (tables 19-22).

Canned grapefruit sections.---July-September purchases of canned grapefruit sections rose substantially over the low levels that prevailed in the two preceding quarters, but even so, purchases were down 5 percent from the third quarter of 1958. Buying increased in the Pacific Coast States, but declines of up to 30 percent occurred in other regions. Purchases averaged 1 ounce or less per capita in the South and Mountain-Southwestern States, compared with more than 3 ounces per person elsewhere. The average retail price of 20.6 cents per No. 303 can was a little higher than a year earlier.

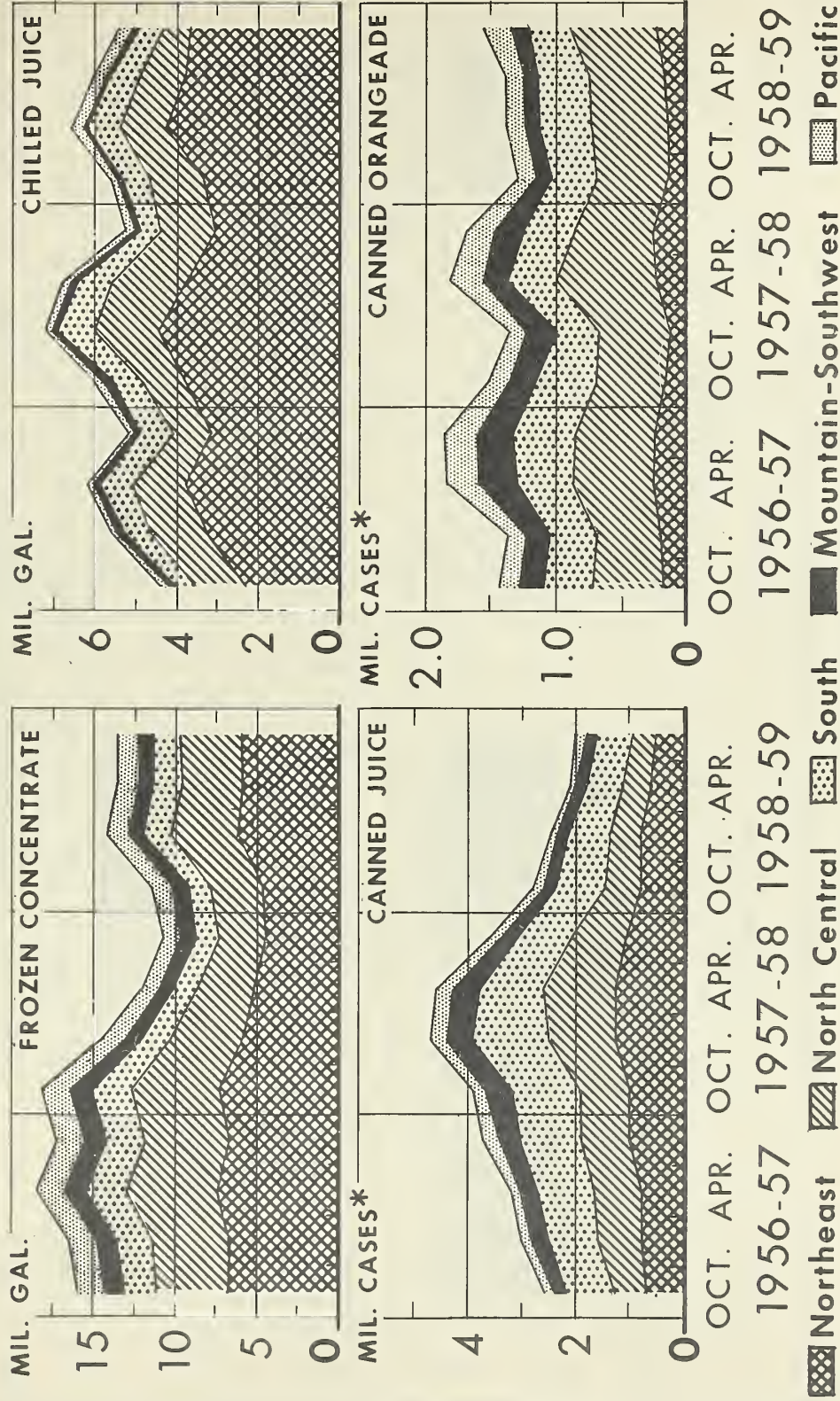
The total 1958-59 purchase of about 3.3 million cases was only about 90 percent of the quantity purchased in 1957-58. Regionally, purchases were up about 8 percent in the North Central States, but slight to heavy reductions were reported for other areas. About 36 percent of total purchases were made in the North Central States, compared with a 30-percent share in the preceding season; in the Northeast, the proportion of total declined from 40 to 37 percent. On the average, a buying family purchased a little more than 13 ounces of grapefruit sections per week in 1958-59 at a cost of about 17 cents. The size of purchase in the preceding season also averaged about 13 ounces, but the cost was about 16 cents. Consumer expenditures totaled about \$20 million in 1958-59, moderately less than a year earlier (table 23).

Fresh lemons.--Retail purchases of fresh lemons, 1.4 million boxes, were off 8 percent in comparison with the third quarter of 1958, reflecting an unusually small seasonal upturn over the second quarter. Buying held steady in the Northeast and North Central regions, but in other regions purchases failed to reach year-earlier levels by as much as 20 percent. Sales fell behind in independent and regional chain stores, but the national chains enjoyed a 9-percent gain. Purchases averaged 4.4 lemons per person in the South, compared with a per person rate of 1.6 to 2.7 lemons in other regions. Retailers charged an average of 43.4 cents for a dozen lemons, 0.9 cent more than in July-September 1958.

The 4.2 million boxes of lemons purchased during the season ending with September was the smallest annual volume since 1951-52. Buying held at 1957-58 levels in the Northeastern and North Central regions, but moderate to heavy declines were reported for other areas. Purchases averaged 8.3 lemons nationally on a per capita basis, compared with an average of 8.9 lemons in 1957-58. The average buying family purchase, however, remained unchanged at about 2.8 lemons per week, and family expenditures at 10 cents per week also were about the same. Consumer expenditures totaled about \$51 million for 1958-59, a drop of 7 percent from the preceding season (table 24).

ORANGE PRODUCTS

Household Purchases, by Regions and by Quarters



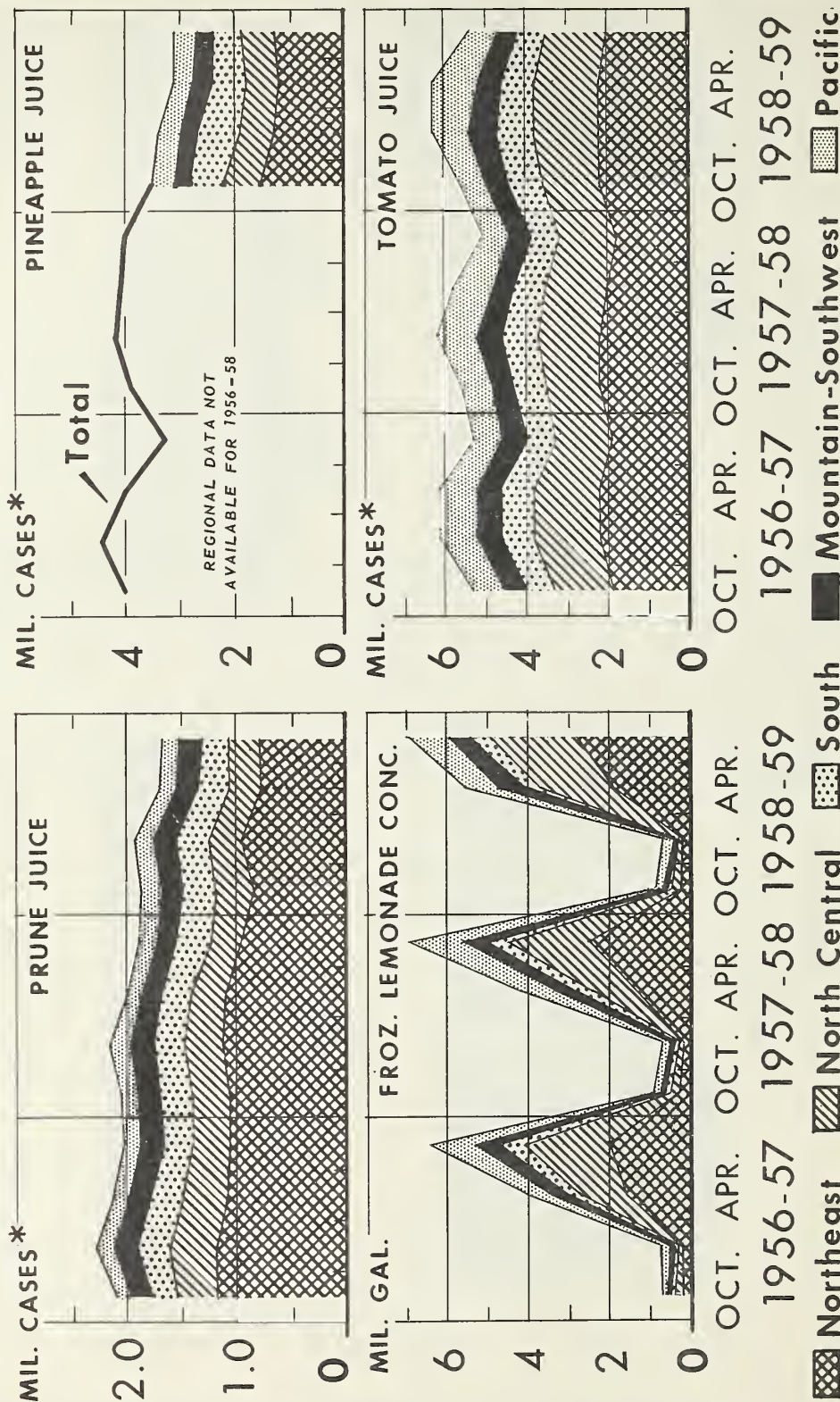
* EQUIVALENT 24 NO. 2'S

NOTE DIFFERENCES IN SCALE

FIGURE 1

JUICES AND ADES

Household Purchases, by Regions and by Quarters



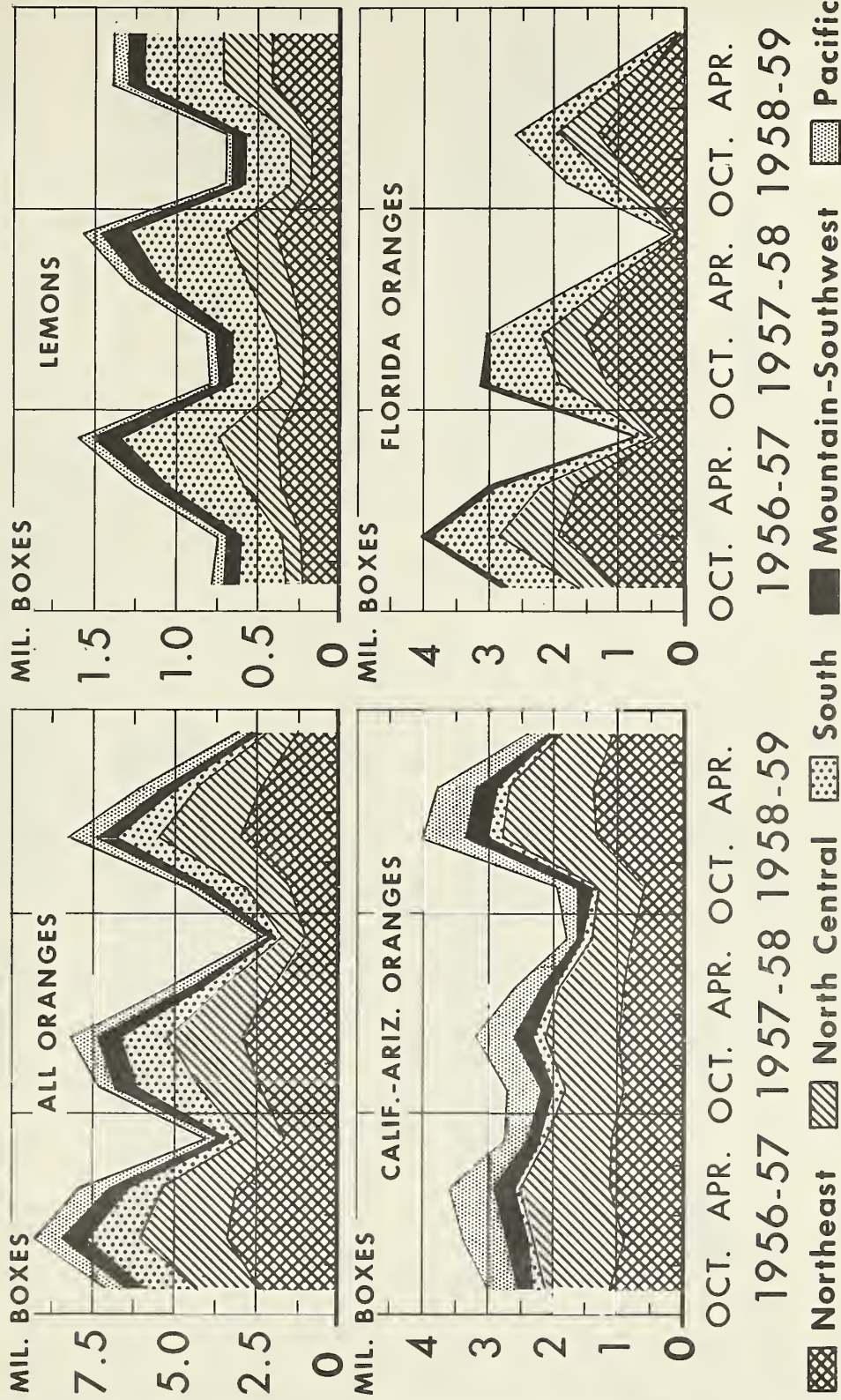
U. S. DEPARTMENT OF AGRICULTURE

FIGURE 2

NEG. 7029 - 59 (11) AGRICULTURAL MARKETING SERVICE

FRESH ORANGES AND LEMONS

Household Purchases, by Regions and by Quarters

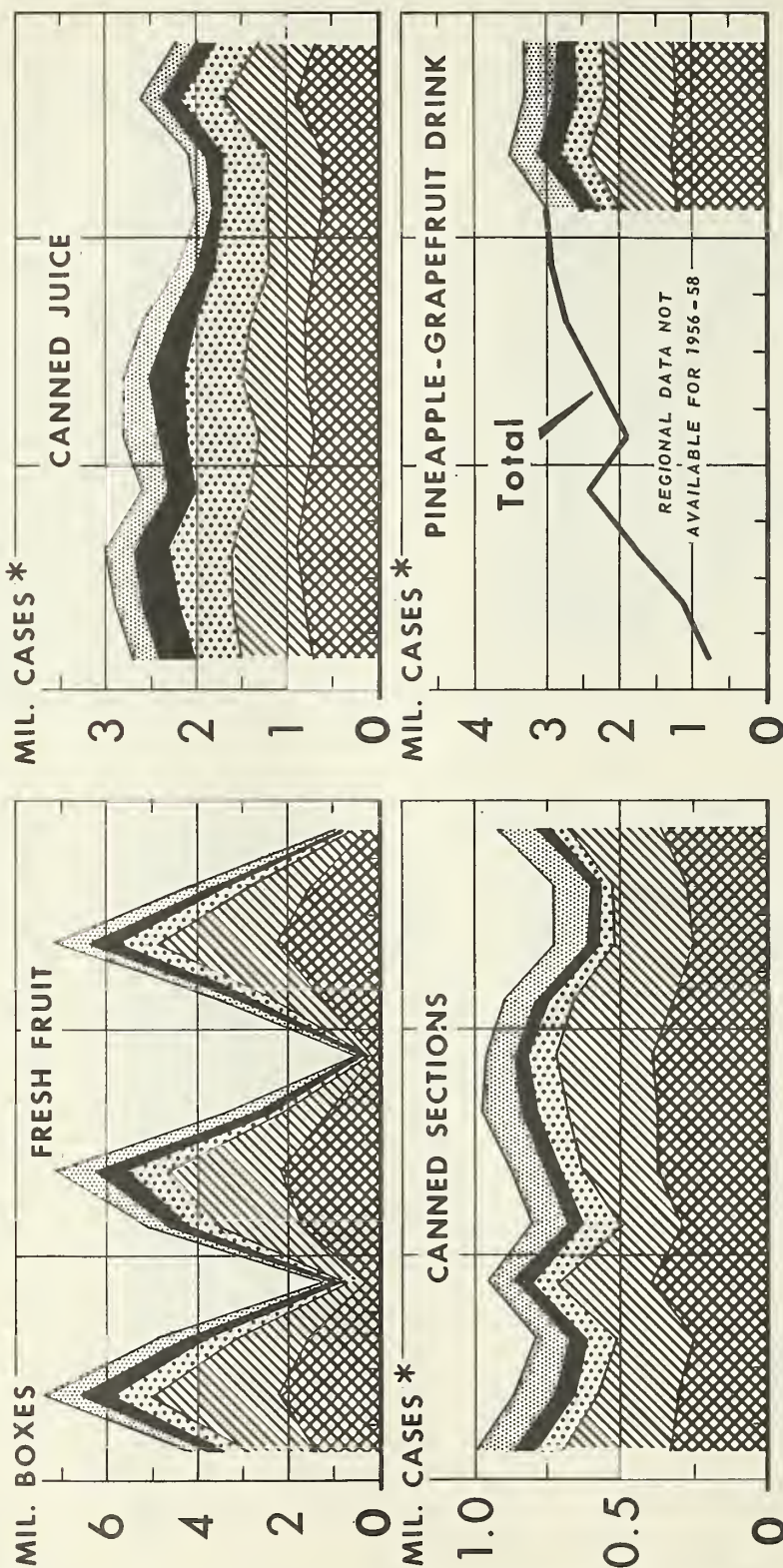


NOTE DIFFERENCES IN SCALE

FIGURE 3

FRESH AND PROCESSED GRAPEFRUIT

Household Purchases, by Regions and by Quarters



OCT. APR. OCT. APR. OCT. APR.

1956-57 1957-58 1958-59

Northeast
 North Central
 South
 Pacific

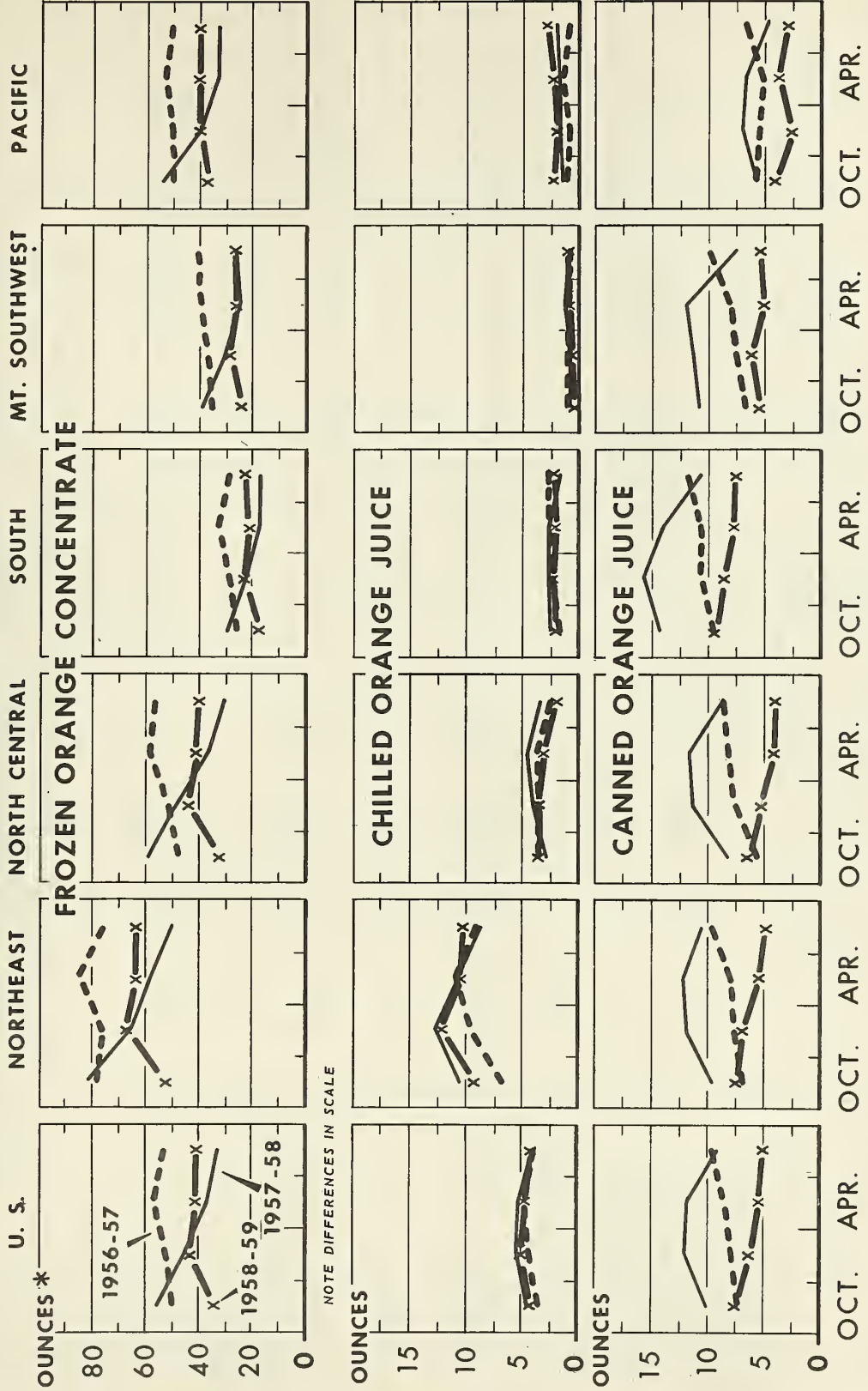
Mountain-Southwest
 Pacific

* EQUIVALENT 24 NO. 2'S

NOTE DIFFERENCES IN SCALE

ORANGE JUICES

Household Purchases Per Person, by Regions and by Quarters



* EQUIVALENT OUNCES OF SINGLE-STRENGTH JUICE

Table 1. SUMMARY: Consumer purchases of selected fruits and juices, July-September 1959

| Commodity | Unit | Purchases | | | | | | Percentage change from July-September 1958 ^{1/} | | | | | |
|--|---------------|--------------------------|----------------------|-------------------------|---------------------|--|-------------------------|--|-------------------------|---------------------|--|-------------------------|-----|
| | | : United : : States : | : North- : east : | : North- : Central : | : South : west : | : Moun- : tain- : South- : west : | : Pacific : States : | : North- : east : | : North- : Central : | : South : west : | : Moun- : tain- : South- : west : | : Pacific : States : | |
| | | : | : | : | : | : | : | : | : | : | : | : | |
| JUICES, ADES AND DRINKS: | | | | | | | | | | | | | |
| Concentrates: | | | | | | | | | | | | | |
| Frozen orange juice | 1,000 gallons | 13,649 | 5,888 | 3,799 | 1,707 | 888 | 1,367 | 26 | 29 | 33 | 22 | -1 | 23 |
| Other frozen juices | do. | 2,190 | 959 | 671 | 208 | 169 | 183 | -20 | -20 | -12 | -17 | -28 | -34 |
| Total frozen juices | do. | 15,839 | 6,847 | 4,470 | 1,915 | 1,057 | 1,550 | 17 | 19 | 24 | 16 | -7 | 12 |
| Frozen lemonade | do. | 6,852 | 2,654 | 2,190 | 462 | 491 | 1,055 | -1 | 7 | 8 | -13 | -18 | -19 |
| Shelf-pack orangeade | do. | 475 | 76 | 201 | 2/ | 75 | 98 | 29 | 2/ | 8 | 2/ | 25 | 42 |
| Single-strength juices: | | | | | | | | | | | | | |
| Chilled orange juice | do. | 5,380 | 3,695 | 590 | 636 | 118 | 341 | 1 | 19 | -53 | 17 | -9 | 28 |
| Canned juices: | | | | | | | | | | | | | |
| Orange | 1,000 cases | 1,950 | 526 | 412 | 690 | 208 | 114 | -46 | -53 | -57 | -31 | -35 | -41 |
| Grapefruit | do. | 2,158 | 681 | 563 | 522 | 216 | 176 | -1 | 2 | 13 | -8 | 13 | -32 |
| Lemon | do. | 350 | 149 | 116 | 32 | 18 | 35 | 22 | 33 | 26 | -9 | 20 | 6 |
| Pineapple | do. | 3,067 | 1,341 | 555 | 515 | 307 | 349 | -24 | | | | | |
| Prune | do. | 1,671 | 788 | 267 | 248 | 197 | 171 | -12 | -17 | -5 | -21 | 5 | 9 |
| Tomato | do. | 5,387 | 1,997 | 1,480 | 696 | 517 | 697 | 6 | 10 | 9 | 4 | 4 | -9 |
| Orangeade | do. | 1,550 | 220 | 669 | 306 | 144 | 211 | -8 | -12 | 11 | -25 | -29 | -4 |
| Pineapple-grapefruit drink | do. | 3,269 | 1,245 | 978 | 359 | 243 | 444 | 13 | | | | | |
| FRESH FRUIT: | | | | | | | | | | | | | |
| Oranges: | | | | | | | | | | | | | |
| California-Arizona | 1,000 boxes | 2,401 | 1,072 | 760 | 141 | 127 | 301 | 36 | 36 | 28 | 55 | 5 | 72 |
| Florida | do. | 245 | 124 | 2/ | 87 | 2/ | 2/ | 4 | 3 | 2/ | 18 | 2/ | 2/ |
| Unidentified | do. | 356 | 109 | 111 | 66 | 28 | 42 | 28 | 35 | 50 | 6 | 180 | -18 |
| Total ^{3/} | do. | 3,059 | 1,305 | 898 | 311 | 201 | 344 | 32 | 32 | 28 | 33 | 18 | 52 |
| Grapefruit: | | | | | | | | | | | | | |
| California-Arizona | do. | 312 | 87 | 84 | 2/ | 22 | 108 | 37 | 45 | 115 | 2/ | 5 | 10 |
| Florida | do. | 358 | 153 | 68 | 128 | 2/ | 2/ | 451 | 467 | 2/ | 2/ | 2/ | 2/ |
| Unidentified | do. | 277 | 72 | 116 | 33 | 2/ | 44 | 75 | 148 | 100 | 2/ | 2/ | 13 |
| Total ^{3/} | do. | 969 | 313 | 277 | 173 | 50 | 156 | 105 | 170 | 127 | 2/ | * | 11 |
| Lemons | do. | 1,423 | 377 | 302 | 534 | 128 | 82 | -8 | * | 2 | -10 | -21 | -18 |
| CANNED GRAPEFRUIT SECTIONS | 1,000 cases | 914 | 362 | 310 | 69 | 38 | 135 | -5 | -7 | -4 | -30 | 6 | 14 |
| ^{1/} Lack of entry indicates July-September 1958 data not available. ^{2/} Too few purchases reported for analysis. ^{3/} Includes fruit from other areas. *Less than 0.5 percent change. | | | | | | | | | | | | | |

^{1/} Lack of entry indicates July-September 1958 data not available. ^{2/} Too few purchases reported for analysis. ^{3/} Includes fruit from other areas. *Less than 0.5 percent change.

Table 2. FROZEN CONCENTRATED ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|-------------------------------------|-----------------|-----------------|-----------------|-----------------|---------------------|-----------------|--------------------|-----------------|-----------------|-----------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets |
| | : 1,000 gallons | : 1,000 gallons | : 1,000 gallons | : 1,000 gallons | : 1,000 gallons | : 1,000 gallons | : 1,000 gallons | : 1,000 gallons | : 1,000 gallons | : 1,000 gallons |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | : 18,198 | 7,350 | 5,383 | 2,311 | 1,323 | 1,831 | : 5,780 | 6,134 | 5,850 | 434 |
| January-March | : 14,555 | 5,910 | 4,467 | 1,796 | 1,043 | 1,339 | : 4,775 | 4,743 | 4,734 | 303 |
| April-June | : 12,143 | 5,267 | 3,432 | 1,433 | 863 | 1,148 | : 3,681 | 4,295 | 3,944 | 223 |
| July-September | : 10,836 | 4,576 | 2,855 | 1,397 | 899 | 1,109 | : 3,349 | 3,689 | 3,545 | 253 |
| Total | : 55,732 | 23,103 | 16,137 | 6,937 | 4,128 | 5,427 | : 17,585 | 18,861 | 18,073 | 1,213 |
| 1958-59: | | | | | | | | | | |
| October-December | : 11,465 | 4,831 | 3,082 | 1,430 | 846 | 1,276 | : 3,530 | 3,884 | 3,711 | 340 |
| January-March | : 14,242 | 6,069 | 4,085 | 1,788 | 953 | 1,347 | : 4,695 | 4,710 | 4,517 | 320 |
| April-June | : 13,514 | 5,796 | 3,819 | 1,776 | 880 | 1,343 | : 4,217 | 4,283 | 4,654 | 360 |
| July-September | : 13,649 | 5,888 | 3,799 | 1,707 | 888 | 1,367 | : 4,140 | 4,228 | 5,010 | 271 |
| Total | : 52,870 | 22,584 | 14,785 | 6,601 | 3,567 | 5,333 | : 16,582 | 17,105 | 17,892 | 1,291 |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | : 21.8 | 22.3 | 23.2 | 21.0 | 19.0 | 21.4 | : 2/ | 24.2 | 2/ | 21.8 |
| January-March | : 18.8 | 18.7 | 20.0 | 18.9 | 16.9 | 18.4 | : 16.5 | 20.5 | 20.2 | 27.5 |
| April-June | : 17.7 | 18.0 | 18.1 | 17.5 | 16.5 | 17.4 | : 15.9 | 19.5 | 18.4 | 19.4 |
| July-September | : 17.1 | 16.9 | 17.2 | 16.7 | 16.7 | 18.4 | : 15.7 | 18.3 | 17.3 | 22.0 |
| 1958-59: | | | | | | | | | | |
| October-December | : 17.6 | 18.0 | 17.2 | 16.8 | 16.7 | 18.5 | : 15.8 | 18.5 | 18.3 | 27.3 |
| January-March | : 20.2 | 20.1 | 20.7 | 19.4 | 19.2 | 20.7 | : 18.6 | 21.7 | 20.4 | 24.8 |
| April-June | : 19.6 | 19.8 | 20.5 | 18.5 | 17.6 | 20.2 | : 17.9 | 21.2 | 19.8 | 26.9 |
| July-September | : 19.3 | 19.4 | 20.2 | 18.6 | 16.1 | 20.8 | : 17.4 | 20.6 | 20.0 | 24.8 |
| PURCHASES PER 1,000 POPULATION: | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | : 109.4 | 160.1 | 115.0 | 58.4 | 77.5 | 107.5 | | | | |
| January-March | : 87.2 | 128.3 | 95.1 | 45.4 | 60.5 | 78.5 | | | | |
| April-June | : 72.5 | 114.2 | 72.8 | 36.1 | 50.4 | 67.2 | | | | |
| July-September | : 64.6 | 99.2 | 61.0 | 34.7 | 52.2 | 64.1 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | : 68.1 | 103.9 | 65.1 | 35.8 | 49.5 | 73.8 | | | | |
| January-March | : 84.5 | 130.7 | 86.0 | 44.3 | 55.6 | 77.8 | | | | |
| April-June | : 79.9 | 124.4 | 79.8 | 41.6 | 51.5 | 77.1 | | | | |
| July-September | : 80.2 | 125.3 | 78.8 | 42.4 | 51.5 | 78.2 | | | | |
| AVERAGE PRICE PAID PER 6-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | : 15.5 | 15.3 | 15.3 | 15.1 | 16.5 | 15.7 | : 2/ | 14.7 | 2/ | 15.5 |
| January-March | : 20.1 | 20.1 | 20.0 | 19.5 | 21.5 | 20.2 | : 21.3 | 19.4 | 19.7 | 18.6 |
| April-June | : 22.8 | 22.7 | 22.9 | 22.6 | 24.2 | 22.4 | : 24.0 | 22.0 | 22.5 | 21.5 |
| July-September | : 24.6 | 24.9 | 24.6 | 24.3 | 25.8 | 23.2 | : 25.6 | 23.8 | 24.1 | 24.7 |
| Season average | : 20.0 | 20.1 | 19.8 | 19.5 | 21.5 | 19.7 | : 21.6 | 19.2 | 19.3 | 19.6 |
| 1958-59: | | | | | | | | | | |
| October-December | : 25.1 | 25.3 | 25.2 | 24.6 | 25.7 | 24.3 | : 26.0 | 24.4 | 24.7 | 25.5 |
| January-March | : 20.9 | 20.7 | 20.4 | 21.0 | 21.7 | 21.4 | : 21.9 | 19.9 | 20.5 | 23.0 |
| April-June | : 20.8 | 20.7 | 20.5 | 20.7 | 21.6 | 20.9 | : 21.7 | 19.8 | 20.6 | 21.0 |
| July-September | : 22.1 | 22.1 | 22.1 | 21.7 | 23.2 | 21.9 | : 23.0 | 21.6 | 21.8 | 22.1 |
| Season average | : 22.1 | 22.1 | 21.9 | 21.9 | 23.1 | 22.1 | : 23.0 | 21.3 | 21.8 | 23.0 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 3. OTHER FROZEN CONCENTRATED JUICES

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date 1/

| Period | Region | | | | | | Retail outlet | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------------|---------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 2/ |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 2,034 | 969 | 556 | 160 | 132 | 217 | 628 | 593 | 686 | 127 |
| January-March | 2,679 | 1,184 | 803 | 269 | 197 | 226 | 837 | 853 | 890 | 99 |
| April-June | 2,633 | 1,125 | 824 | 214 | 235 | 235 | 761 | 858 | 924 | 90 |
| July-September | 2,721 | 1,197 | 761 | 252 | 234 | 277 | 877 | 857 | 886 | 101 |
| Total | 10,067 | 4,475 | 2,944 | 895 | 798 | 955 | 3,103 | 3,161 | 3,386 | 417 |
| 1958-59: | | | | | | | | | | |
| October-December | 2,453 | 1,083 | 720 | 204 | 214 | 232 | 720 | 854 | 694 | 185 |
| January-March | 2,145 | 824 | 673 | 191 | 205 | 252 | 681 | 654 | 668 | 142 |
| April-June | 2,479 | 1,086 | 777 | 177 | 202 | 237 | 788 | 748 | 711 | 232 |
| July-September | 2,190 | 959 | 671 | 208 | 169 | 183 | 636 | 725 | 707 | 122 |
| Total | 9,267 | 3,952 | 2,841 | 780 | 790 | 904 | 2,825 | 2,981 | 2,780 | 681 |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 13.9 | 14.5 | 14.6 | 14.0 | 12.6 | 12.3 | 13.1 | 13.9 | 13.2 | 20.3 |
| January-March | 13.8 | 14.4 | 13.7 | 12.5 | 13.0 | 14.5 | 13.7 | 13.4 | 13.6 | 17.3 |
| April-June | 14.5 | 16.0 | 15.0 | 14.1 | 11.5 | 13.7 | 14.1 | 14.1 | 14.1 | 19.1 |
| July-September | 14.4 | 15.0 | 14.5 | 14.5 | 13.7 | 13.7 | 13.8 | 14.6 | 13.9 | 21.0 |
| PURCHASES PER 1,000 POPULATION: | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 12.2 | 21.1 | 11.9 | 4.0 | 7.8 | 12.8 | | | | |
| January-March | 16.0 | 25.7 | 17.1 | 6.7 | 11.4 | 13.3 | | | | |
| April-June | 15.8 | 24.4 | 17.5 | 5.3 | 13.7 | 13.7 | | | | |
| July-September | 16.2 | 25.9 | 16.3 | 6.3 | 13.6 | 16.0 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 14.6 | 23.3 | 15.2 | 5.1 | 12.5 | 13.4 | | | | |
| January-March | 12.7 | 17.8 | 14.2 | 4.8 | 12.0 | 14.5 | | | | |
| April-June | 14.6 | 23.3 | 16.2 | 4.4 | 11.8 | 13.6 | | | | |
| July-September | 12.9 | 20.4 | 13.9 | 5.2 | 9.8 | 10.5 | | | | |
| AVERAGE PRICE PAID PER 6-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 17.9 | | | | | | | | | |
| January-March | 18.6 | | | | | | | | | |
| April-June | 19.2 | | | | | | | | | |
| July-September | 19.1 | | | | | | | | | |
| Season average | 18.7 | | | | | | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 19.9 | 19.9 | 19.8 | 20.2 | 20.7 | 19.2 | 21.0 | 19.1 | 19.9 | 19.4 |
| January-March | 19.7 | 19.4 | 19.8 | 20.4 | 21.5 | 18.6 | 20.7 | 18.9 | 19.7 | 18.7 |
| April-June | 19.1 | 18.5 | 18.9 | 19.8 | 21.4 | 19.0 | 19.9 | 18.5 | 19.0 | 19.0 |
| July-September | 19.1 | 18.7 | 19.1 | 19.6 | 20.3 | 18.9 | 20.1 | 18.3 | 19.2 | 18.2 |
| Season average | 19.5 | 19.1 | 19.4 | 20.0 | 21.0 | 18.9 | 20.4 | 18.7 | 19.5 | 18.9 |

1/ Includes all frozen concentrated juices except orange. Revised from July-September 1958 and prior reports to include frozen concentrated grapefruit juice which is not now separately reported.

2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

Table 4. FROZEN CONCENTRATED LEMONADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------------|---------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 891 | 311 | 206 | 83 | 98 | 193 | 252 | 255 | 327 | 2/ |
| January-March | 657 | 218 | 124 | 64 | 102 | 149 | 204 | 180 | 255 | 2/ |
| April-June | 4,213 | 1,292 | 1,093 | 410 | 528 | 890 | 1,535 | 1,091 | 1,490 | 97 |
| July-September | 6,930 | 2,473 | 2,025 | 529 | 601 | 1,302 | 2,386 | 1,924 | 2,493 | 127 |
| Total | 12,691 | 4,294 | 3,448 | 1,086 | 1,329 | 2,534 | 4,377 | 3,450 | 4,565 | 299 |
| 1958-59: | | | | | | | | | | |
| October-December | 930 | 276 | 150 | 88 | 125 | 291 | 337 | 261 | 308 | 2/ |
| January-March | 657 | 210 | 140 | 46 | 103 | 158 | 300 | 164 | 177 | 2/ |
| April-June | 5,494 | 1,839 | 1,822 | 409 | 612 | 812 | 1,993 | 1,444 | 1,881 | 176 |
| July-September | 6,852 | 2,654 | 2,190 | 462 | 491 | 1,055 | 2,403 | 1,902 | 2,440 | 107 |
| Total | 13,933 | 4,979 | 4,302 | 1,005 | 1,331 | 2,316 | 5,033 | 3,771 | 4,806 | 323 |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 18.4 | 18.1 | 19.9 | 16.5 | 16.5 | 19.7 | 3/ | 18.9 | 3/ | 2/ |
| January-March | 16.0 | 16.9 | 14.2 | 16.4 | 14.6 | 17.2 | 14.3 | 15.7 | 16.9 | 2/ |
| April-June | 24.0 | 24.0 | 21.4 | 22.2 | 22.8 | 27.9 | 23.2 | 23.2 | 25.4 | 24.8 |
| July-September | 24.5 | 24.1 | 24.4 | 24.0 | 21.2 | 27.1 | 23.4 | 23.7 | 26.4 | 28.3 |
| 1958-59: | | | | | | | | | | |
| October-December | 17.9 | 18.0 | 16.5 | 18.3 | 16.5 | 18.9 | 16.8 | 16.7 | 20.0 | 2/ |
| January-March | 17.1 | 17.8 | 17.5 | 14.3 | 16.0 | 17.8 | 17.2 | 16.3 | 18.0 | 2/ |
| April-June | 25.0 | 23.2 | 24.5 | 23.5 | 24.3 | 29.7 | 24.4 | 24.2 | 25.6 | 34.7 |
| July-September | 24.6 | 23.4 | 24.2 | 24.6 | 23.1 | 27.5 | 23.1 | 25.5 | 25.4 | 29.0 |
| PURCHASES PER 1,000 POPULATION: | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 5.4 | 6.8 | 4.4 | 2.1 | 5.7 | 11.3 | | | | |
| January-March | 3.9 | 4.7 | 2.6 | 1.6 | 5.9 | 8.7 | | | | |
| April-June | 25.2 | 35.8 | 23.2 | 10.3 | 30.8 | 52.1 | | | | |
| July-September | 41.3 | 53.6 | 43.3 | 13.2 | 34.9 | 75.3 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 5.5 | 5.9 | 3.2 | 2.2 | 7.3 | 16.8 | | | | |
| January-March | 3.9 | 4.5 | 2.9 | 1.1 | 6.0 | 9.1 | | | | |
| April-June | 32.5 | 39.5 | 38.1 | 10.2 | 35.8 | 46.6 | | | | |
| July-September | 40.3 | 56.5 | 45.4 | 11.5 | 28.5 | 60.4 | | | | |
| AVERAGE PRICE PAID PER 6-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 12.0 | 12.1 | 12.3 | 12.5 | 12.9 | 11.2 | 3/ | 11.5 | 3/ | 2/ |
| January-March | 12.8 | 13.3 | 13.1 | 12.9 | 13.4 | 11.8 | 13.6 | 12.3 | 11.9 | 2/ |
| April-June | 10.5 | 10.5 | 10.6 | 11.9 | 11.2 | 9.7 | 10.8 | 10.6 | 10.0 | 12.4 |
| July-September | 10.3 | 10.6 | 10.3 | 11.1 | 10.7 | 9.5 | 10.5 | 10.4 | 10.0 | 11.6 |
| Season average | 10.6 | 10.8 | 10.6 | 11.6 | 11.3 | 9.8 | 10.9 | 10.6 | 10.2 | 12.3 |
| 1958-59: | | | | | | | | | | |
| October-December | 11.4 | 11.7 | 11.8 | 12.7 | 12.0 | 10.3 | 11.6 | 11.9 | 10.6 | 2/ |
| January-March | 12.1 | 12.5 | 11.8 | 14.0 | 12.9 | 11.1 | 12.0 | 12.6 | 11.7 | 2/ |
| April-June | 10.5 | 11.0 | 10.7 | 11.4 | 10.5 | 9.5 | 10.5 | 10.7 | 10.3 | 11.4 |
| July-September | 10.6 | 11.0 | 10.7 | 11.3 | 11.4 | 9.3 | 10.7 | 10.6 | 10.5 | 11.2 |
| Season average | 10.7 | 11.1 | 10.8 | 11.6 | 11.2 | 9.6 | 10.8 | 10.8 | 10.5 | 11.5 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Comparable data for 1956-57 appear in CFFJ-73 (July-September 1958).

Table 5. SHELF-PACK ORANGEADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------------|---------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 342 | 2/ | 216 | 2/ | 43 | 45 | 193 | 66 | 80 | 2/ |
| January-March | 336 | 2/ | 206 | 2/ | 47 | 43 | 172 | 74 | 84 | 2/ |
| April-June | 469 | 59 | 244 | 2/ | 61 | 85 | 266 | 104 | 2/ | 2/ |
| July-September | 369 | 2/ | 186 | 2/ | 60 | 69 | 215 | 68 | 80 | 2/ |
| Total | 1,516 | 167 | 852 | 2/ | 211 | 242 | 846 | 312 | 337 | 2/ |
| 1958-59: | | | | | | | | | | |
| October-December | 306 | 2/ | 166 | 2/ | 2/ | 68 | 171 | 66 | 66 | 2/ |
| January-March | 291 | 2/ | 186 | 2/ | 2/ | 50 | 186 | 51 | 53 | 2/ |
| April-June | 411 | 2/ | 218 | 2/ | 2/ | 81 | 227 | 86 | 91 | 2/ |
| July-September | 475 | 76 | 201 | 2/ | 75 | 98 | 276 | 110 | 80 | 2/ |
| Total | 1,483 | 179 | 771 | 2/ | 178 | 297 | 860 | 313 | 290 | 2/ |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 17.4 | 2/ | 20.3 | 2/ | 15.6 | 15.0 | 3/ | 17.3 | 3/ | 2/ |
| January-March | 17.0 | 2/ | 18.1 | 2/ | 17.6 | 15.9 | 16.7 | 17.0 | 21.6 | 2/ |
| April-June | 17.1 | 13.4 | 17.3 | 2/ | 18.3 | 17.4 | 18.0 | 14.7 | 2/ | 2/ |
| July-September | 16.6 | 2/ | 15.6 | 2/ | 18.3 | 19.2 | 17.5 | 15.9 | 15.3 | 2/ |
| 1958-59: | | | | | | | | | | |
| October-December | 17.1 | 2/ | 14.8 | 2/ | 2/ | 21.9 | 17.8 | 17.5 | 15.3 | 2/ |
| January-March | 15.9 | 2/ | 15.9 | 2/ | 2/ | 17.8 | 17.2 | 15.4 | 12.9 | 2/ |
| April-June | 17.5 | 2/ | 16.1 | 2/ | 2/ | 21.1 | 19.0 | 15.4 | 16.8 | 2/ |
| July-September | 17.5 | 14.7 | 15.7 | 2/ | 21.2 | 19.5 | 17.9 | 17.3 | 17.2 | 2/ |
| PURCHASES PER 1,000 POPULATION: | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| 1957-58: | | | | | | | | | | |
| October-December | 2.1 | 2/ | 4.6 | 2/ | 2.5 | 2.6 | | | | |
| January-March | 2.0 | 2/ | 4.4 | 2/ | 2.7 | 2.5 | | | | |
| April-June | 2.8 | 1.3 | 5.2 | 2/ | 3.6 | 5.0 | | | | |
| July-September | 2.2 | 2/ | 4.0 | 2/ | 3.5 | 4.0 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 1.8 | 2/ | 3.5 | 2/ | 2/ | 3.9 | | | | |
| January-March | 1.7 | 2/ | 3.9 | 2/ | 2/ | 2.9 | | | | |
| April-June | 2.4 | 2/ | 4.6 | 2/ | 2/ | 4.6 | | | | |
| July-September | 2.8 | 1.6 | 4.2 | 2/ | 4.4 | 5.6 | | | | |
| AVERAGE PRICE PAID PER 6-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 17.2 | 2/ | 17.4 | 2/ | 17.0 | 17.3 | 3/ | 16.6 | 3/ | 2/ |
| January-March | 17.2 | 2/ | 17.4 | 2/ | 16.8 | 17.0 | 17.6 | 16.4 | 16.9 | 2/ |
| April-June | 18.1 | 17.1 | 18.8 | 2/ | 16.4 | 18.2 | 18.7 | 16.3 | 2/ | 2/ |
| July-September | 18.4 | 2/ | 18.5 | 2/ | 17.8 | 19.2 | 18.7 | 17.2 | 18.5 | 2/ |
| Season average | 17.8 | 16.9 | 18.0 | 2/ | 17.0 | 18.2 | 18.2 | 16.6 | 17.7 | 2/ |
| 1958-59: | | | | | | | | | | |
| October-December | 19.4 | 2/ | 19.5 | 2/ | 2/ | 20.1 | 19.6 | 18.6 | 19.9 | 2/ |
| January-March | 19.3 | 2/ | 19.0 | 2/ | 2/ | 20.2 | 19.5 | 18.4 | 19.2 | 2/ |
| April-June | 18.9 | 2/ | 18.9 | 2/ | 2/ | 19.7 | 19.1 | 13.1 | 19.1 | 2/ |
| July-September | 18.7 | 17.1 | 18.5 | 2/ | 18.3 | 19.7 | 18.9 | 17.7 | 19.7 | 2/ |
| Season average | 19.0 | 17.4 | 19.0 | 2/ | 17.9 | 19.9 | 19.2 | 18.1 | 19.5 | 2/ |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 6. CHILLED ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|--|----------------|----------------|----------------|----------------|---------------------|----------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 5,958 | 3,771 | 1,054 | 809 | 112 | 212 | 2,056 | 470 | 721 | 2,711 |
| January-March | 7,195 | 4,515 | 1,518 | 821 | 111 | 230 | 2,473 | 564 | 810 | 3,348 |
| April-June | 6,791 | 3,809 | 1,741 | 823 | 177 | 241 | 2,177 | 583 | 864 | 3,167 |
| July-September | 5,303 | 3,104 | 1,257 | 545 | 130 | 267 | 1,738 | 357 | 801 | 2,407 |
| Total | 25,247 | 15,199 | 5,570 | 2,998 | 530 | 950 | 8,444 | 1,974 | 3,196 | 11,633 |
| 1958-59: | | | | | | | | | | |
| October-December | 5,749 | 3,379 | 1,349 | 665 | 2/ | 302 | 1,872 | 329 | 814 | 2,734 |
| January-March | 6,594 | 4,338 | 1,185 | 723 | 2/ | 269 | 1,758 | 670 | 869 | 3,297 |
| April-June | 6,042 | 3,802 | 1,136 | 670 | 130 | 304 | 1,664 | 561 | 804 | 3,013 |
| July-September | 5,380 | 3,695 | 590 | 636 | 118 | 341 | 1,452 | 561 | 725 | 2,642 |
| Total | 23,765 | 15,214 | 4,260 | 2,694 | 381 | 1,216 | 6,746 | 2,121 | 3,212 | 11,686 |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 39.3 | 40.3 | 38.5 | 40.9 | 33.9 | 33.4 | 3/ | 40.7 | 3/ | 39.0 |
| January-March | 38.0 | 38.9 | 36.7 | 39.6 | 32.5 | 33.9 | 40.0 | 37.6 | 37.0 | 37.0 |
| April-June | 37.9 | 38.6 | 37.1 | 40.7 | 33.3 | 33.4 | 39.1 | 40.6 | 37.7 | 36.8 |
| July-September | 38.8 | 40.3 | 37.4 | 41.3 | 34.3 | 33.1 | 39.6 | 49.3 | 35.5 | 38.4 |
| 1958-59: | | | | | | | | | | |
| October-December | 38.1 | 39.5 | 37.6 | 36.9 | 2/ | 34.6 | 39.5 | 46.1 | 35.1 | 37.3 |
| January-March | 37.3 | 37.5 | 36.9 | 38.4 | 2/ | 35.5 | 36.6 | 40.9 | 36.2 | 37.3 |
| April-June | 37.2 | 37.0 | 37.1 | 39.7 | 37.8 | 34.2 | 37.3 | 44.6 | 35.2 | 26.6 |
| July-September | 36.9 | 36.9 | 39.3 | 38.3 | 34.8 | 33.4 | 36.3 | 39.6 | 34.6 | 37.3 |
| PURCHASES PER 1,000 POPULATION: | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 35.8 | 82.1 | 22.5 | 20.4 | 6.6 | 12.5 | | | | |
| January-March | 43.1 | 98.0 | 32.3 | 20.7 | 6.4 | 13.5 | | | | |
| April-June | 40.6 | 82.6 | 37.0 | 20.7 | 10.3 | 14.1 | | | | |
| July-September | 31.6 | 67.3 | 26.9 | 13.6 | 7.6 | 15.4 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 34.2 | 72.6 | 28.5 | 16.6 | 2/ | 17.5 | | | | |
| January-March | 39.1 | 93.5 | 25.0 | 17.9 | 2/ | 15.5 | | | | |
| April-June | 35.7 | 81.6 | 23.7 | 16.6 | 7.6 | 17.5 | | | | |
| July-September | 31.6 | 78.7 | 12.2 | 15.8 | 6.8 | 19.5 | | | | |
| AVERAGE PRICE PAID PER QUART: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 35.9 | 34.6 | 36.8 | 35.2 | 36.1 | 46.9 | 3/ | 32.9 | 3/ | 37.7 |
| January-March | 36.8 | 35.5 | 38.2 | 36.3 | 35.6 | 45.6 | 35.5 | 34.1 | 34.7 | 38.5 |
| April-June | 40.3 | 40.5 | 40.0 | 38.4 | 37.8 | 45.8 | 40.0 | 39.1 | 39.7 | 40.9 |
| July-September | 41.2 | 42.0 | 40.3 | 37.6 | 36.5 | 46.6 | 41.8 | 41.1 | 39.9 | 41.3 |
| Season average | 38.5 | 37.8 | 39.3 | 36.8 | 36.6 | 46.1 | 37.7 | 36.3 | 36.9 | 39.7 |
| 1958-59: | | | | | | | | | | |
| October-December | 42.1 | 42.4 | 41.6 | 39.3 | 2/ | 47.6 | 42.4 | 41.0 | 40.7 | 42.5 |
| January-March | 41.0 | 40.8 | 41.3 | 39.2 | 2/ | 45.6 | 40.4 | 35.8 | 40.3 | 42.2 |
| April-June | 41.5 | 41.9 | 41.9 | 38.4 | 37.7 | 45.5 | 40.8 | 36.6 | 40.6 | 42.8 |
| July-September | 42.6 | 43.0 | 41.2 | 39.6 | 39.0 | 47.6 | 42.0 | 41.6 | 42.1 | 43.2 |
| Season average | 41.8 | 41.9 | 41.5 | 39.1 | 38.6 | 46.6 | 41.4 | 38.3 | 40.9 | 42.7 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 7. SINGLE-STRENGTH ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|---|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|---------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets |
| | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 3,885 | 1,012 | 898 | 1,314 | 436 | 225 | 1,851 | 1,049 | 857 | 128 |
| January-March | 4,663 | 1,281 | 1,231 | 1,428 | 452 | 271 | 2,151 | 1,336 | 1,048 | 128 |
| April-June | 4,581 | 1,285 | 1,277 | 1,288 | 475 | 256 | 2,212 | 1,230 | 1,007 | 132 |
| July-September | 3,592 | 1,126 | 950 | 1,005 | 318 | 193 | 1,612 | 949 | 929 | 102 |
| Total | 16,721 | 4,704 | 4,356 | 5,035 | 1,681 | 945 | 7,826 | 4,564 | 3,841 | 490 |
| 1958-59: | | | | | | | | | | |
| October-December | 2,767 | 815 | 701 | 878 | 211 | 162 | 1,280 | 688 | 716 | 83 |
| January-March | 2,464 | 753 | 571 | 796 | 236 | 108 | 1,219 | 660 | 532 | 53 |
| April-June | 2,093 | 582 | 450 | 716 | 196 | 149 | 949 | 580 | 506 | 58 |
| July-September | 1,950 | 526 | 412 | 690 | 208 | 114 | 888 | 511 | 508 | 43 |
| Total | 9,274 | 2,676 | 2,134 | 3,080 | 851 | 533 | 4,336 | 2,439 | 2,262 | 237 |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 58.9 | 64.8 | 58.4 | 58.5 | 56.9 | 52.3 | 3/ | 65.9 | 3/ | 48.1 |
| January-March | 59.8 | 66.9 | 58.5 | 59.8 | 56.7 | 53.6 | 57.0 | 68.2 | 60.6 | 48.3 |
| April-June | 59.2 | 71.5 | 59.5 | 57.6 | 55.2 | 46.1 | 56.9 | 65.0 | 59.8 | 54.1 |
| July-September | 56.2 | 63.2 | 55.8 | 56.5 | 52.0 | 44.4 | 53.1 | 64.2 | 57.0 | 48.3 |
| 1958-59: | | | | | | | | | | |
| October-December | 52.1 | 57.9 | 51.3 | 54.0 | 43.9 | 45.7 | 48.4 | 57.7 | 55.5 | 52.1 |
| January-March | 52.0 | 58.1 | 50.1 | 53.9 | 46.4 | 42.2 | 48.0 | 63.0 | 54.5 | 42.2 |
| April-June | 50.8 | 57.0 | 48.9 | 50.9 | 45.7 | 49.8 | 46.3 | 60.1 | 54.4 | 43.3 |
| July-September | 48.6 | 52.8 | 44.6 | 50.8 | 47.0 | 43.5 | 45.2 | 55.6 | 51.6 | 37.4 |
| PURCHASES PER 1,000 POPULATION: | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases |
| 1957-58: | | | | | | | | | | |
| October-December | 23.4 | 22.0 | 19.2 | 33.2 | 25.5 | 13.2 | | | | |
| January-March | 27.9 | 27.8 | 26.2 | 36.0 | 26.2 | 15.9 | | | | |
| April-June | 27.4 | 27.9 | 27.1 | 32.3 | 27.7 | 15.0 | | | | |
| July-September | 21.4 | 24.4 | 20.3 | 25.0 | 18.5 | 11.2 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 16.4 | 17.5 | 14.8 | 22.0 | 12.4 | 9.4 | | | | |
| January-March | 14.6 | 16.2 | 12.0 | 19.7 | 13.8 | 6.2 | | | | |
| April-June | 12.4 | 12.5 | 9.4 | 17.8 | 11.5 | 8.6 | | | | |
| July-September | 11.5 | 11.2 | 8.5 | 17.2 | 12.1 | 6.5 | | | | |
| AVERAGE PRICE PAID PER 46-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 30.8 | 29.4 | 29.9 | 30.4 | 32.6 | 36.7 | 3/ | 27.9 | 3/ | 32.8 |
| January-March | 31.8 | 31.3 | 31.4 | 30.8 | 33.2 | 37.3 | 33.3 | 29.2 | 31.1 | 32.7 |
| April-June | 33.5 | 32.4 | 33.7 | 32.5 | 35.6 | 38.5 | 35.0 | 31.1 | 33.0 | 33.6 |
| July-September | 36.6 | 35.7 | 37.6 | 35.0 | 38.9 | 40.8 | 38.2 | 34.9 | 35.2 | 37.9 |
| Season average | 33.0 | 32.3 | 33.0 | 32.0 | 34.9 | 38.2 | 34.8 | 30.6 | 32.0 | 33.8 |
| 1958-59: | | | | | | | | | | |
| October-December | 39.7 | 38.7 | 41.3 | 38.1 | 43.3 | 41.1 | 41.0 | 39.0 | 37.8 | 42.1 |
| January-March | 42.2 | 40.0 | 43.4 | 41.4 | 45.1 | 47.1 | 43.7 | 39.3 | 41.9 | 43.0 |
| April-June | 44.1 | 41.0 | 44.6 | 44.6 | 44.9 | 48.4 | 45.8 | 40.6 | 44.7 | 43.7 |
| July-September | 45.6 | 43.3 | 47.4 | 44.9 | 45.9 | 50.1 | 45.3 | 44.3 | 47.5 | 47.0 |
| Season average | 42.6 | 40.4 | 43.7 | 41.9 | 44.8 | 46.5 | 43.7 | 40.5 | 42.4 | 43.2 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Data not available.
Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 8. SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|---|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|---------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets |
| | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 2,814 | 742 | 627 | 749 | 328 | 368 | 1,170 | 975 | 640 | 3/ |
| January-March | 2,825 | 806 | 749 | 597 | 406 | 267 | 1,149 | 980 | 656 | 3/ |
| April-June | 2,609 | 787 | 590 | 616 | 300 | 316 | 960 | 902 | 711 | 3/ |
| July-September | 2,183 | 669 | 499 | 567 | 191 | 257 | 881 | 691 | 569 | 3/ |
| Total | 10,431 | 3,004 | 2,465 | 2,529 | 1,225 | 1,208 | 4,160 | 3,548 | 2,576 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 2,007 | 559 | 599 | 461 | 158 | 230 | 826 | 582 | 560 | 3/ |
| January-March | 2,057 | 593 | 620 | 476 | 184 | 184 | 839 | 706 | 485 | 3/ |
| April-June | 2,634 | 853 | 799 | 532 | 240 | 210 | 995 | 908 | 719 | 3/ |
| July-September | 2,158 | 681 | 563 | 522 | 216 | 176 | 811 | 717 | 598 | 3/ |
| Total | 8,856 | 2,686 | 2,581 | 1,991 | 798 | 800 | 3,471 | 2,913 | 2,362 | 3/ |
| AVERAGE SIZE OF PURCHASE: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 64.0 | 69.3 | 65.2 | 63.6 | 60.2 | 61.7 | 4/ | 74.8 | 4/ | 3/ |
| January-March | 62.6 | 63.2 | 66.5 | 60.3 | 65.4 | 56.0 | 58.0 | 70.7 | 62.9 | 3/ |
| April-June | 61.2 | 63.8 | 59.9 | 61.6 | 59.7 | 60.4 | 57.5 | 69.9 | 59.4 | 3/ |
| July-September | 59.1 | 57.7 | 59.7 | 61.1 | 58.1 | 58.1 | 58.3 | 63.3 | 57.0 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 58.1 | 53.4 | 66.2 | 57.4 | 52.5 | 59.0 | 56.4 | 63.5 | 57.3 | 3/ |
| January-March | 61.9 | 55.8 | 74.8 | 61.8 | 57.0 | 58.1 | 58.0 | 71.5 | 59.7 | 3/ |
| April-June | 67.3 | 67.5 | 78.9 | 63.9 | 61.1 | 59.5 | 61.0 | 78.9 | 65.7 | 3/ |
| July-September | 62.6 | 61.0 | 71.1 | 63.2 | 59.6 | 55.5 | 60.3 | 67.5 | 61.5 | 3/ |
| PURCHASES PER 1,000 POPULATION: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 16.9 | 16.2 | 13.4 | 18.9 | 19.2 | 21.6 | | | | |
| January-March | 16.9 | 17.5 | 15.9 | 15.1 | 23.5 | 15.7 | | | | |
| April-June | 15.6 | 17.1 | 12.5 | 15.5 | 17.5 | 18.5 | | | | |
| July-September | 13.0 | 14.5 | 10.7 | 14.1 | 11.1 | 14.9 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 11.9 | 12.0 | 12.6 | 11.5 | 9.2 | 13.3 | | | | |
| January-March | 12.2 | 12.8 | 13.1 | 11.8 | 10.7 | 10.6 | | | | |
| April-June | 15.6 | 18.3 | 16.7 | 13.2 | 14.0 | 12.1 | | | | |
| July-September | 12.7 | 14.5 | 11.7 | 13.0 | 12.5 | 10.0 | | | | |
| AVERAGE PRICE PAID PER 46-OUNCE CAN: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 27.5 | 26.6 | 27.3 | 26.6 | 28.3 | 29.7 | 4/ | 25.8 | 4/ | 3/ |
| January-March | 28.0 | 26.9 | 27.8 | 27.7 | 28.3 | 30.3 | 29.1 | 26.4 | 27.7 | 3/ |
| April-June | 30.5 | 29.6 | 30.0 | 29.4 | 31.7 | 32.5 | 32.0 | 29.2 | 29.6 | 3/ |
| July-September | 33.3 | 33.4 | 33.8 | 32.2 | 32.9 | 34.8 | 34.2 | 31.9 | 33.6 | 3/ |
| Season average | 29.5 | 28.9 | 29.3 | 28.7 | 29.8 | 31.6 | 30.9 | 28.0 | 29.1 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 35.5 | 35.9 | 35.2 | 34.4 | 35.8 | 37.2 | 36.5 | 33.9 | 35.4 | 3/ |
| January-March | 33.8 | 33.3 | 32.1 | 33.9 | 34.7 | 36.8 | 35.3 | 32.2 | 33.0 | 3/ |
| April-June | 29.4 | 27.9 | 28.3 | 30.0 | 30.9 | 32.6 | 32.0 | 26.6 | 29.1 | 3/ |
| July-September | 31.4 | 30.1 | 31.0 | 30.4 | 33.4 | 34.4 | 32.8 | 29.6 | 31.4 | 3/ |
| Season average | 32.3 | 31.3 | 31.4 | 32.0 | 33.5 | 35.3 | 34.0 | 30.1 | 31.9 | 3/ |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 9 . SINGLE-STRENGTH LEMON JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|--|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|---------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets |
| | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 156 | 58 | 45 | 3/ | 13 | 28 | 61 | 43 | 51 | 3/ |
| January-March | 148 | 53 | 45 | 3/ | 3/ | 26 | 49 | 43 | 55 | 3/ |
| April-June | 221 | 84 | 69 | 19 | 15 | 34 | 80 | 67 | 72 | 3/ |
| July-September | 287 | 112 | 92 | 35 | 15 | 33 | 96 | 90 | 96 | 3/ |
| Total | 812 | 307 | 251 | 81 | 52 | 121 | 286 | 243 | 274 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 163 | 59 | 50 | 21 | 3/ | 24 | 66 | 47 | 49 | 3/ |
| January-March | 166 | 57 | 55 | 24 | 3/ | 21 | 56 | 54 | 54 | 3/ |
| April-June | 280 | 118 | 97 | 25 | 12 | 28 | 94 | 68 | 116 | 3/ |
| July-September | 350 | 149 | 116 | 32 | 18 | 35 | 101 | 110 | 138 | 3/ |
| Total | 959 | 383 | 318 | 102 | 48 | 108 | 317 | 279 | 357 | 3/ |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 15.0 | 16.2 | 17.6 | 3/ | 11.8 | 13.3 | 4/ | 14.4 | 4/ | 3/ |
| January-March | 14.8 | 15.2 | 16.4 | 3/ | 3/ | 13.5 | 13.4 | 14.8 | 16.4 | 3/ |
| April-June | 15.5 | 17.7 | 18.0 | 13.8 | 11.7 | 13.3 | 14.6 | 15.4 | 17.2 | 3/ |
| July-September | 16.3 | 18.0 | 20.0 | 15.0 | 11.9 | 12.9 | 14.3 | 16.9 | 18.4 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 15.4 | 15.9 | 17.5 | 17.3 | 3/ | 12.7 | 14.6 | 15.7 | 16.1 | 3/ |
| January-March | 15.1 | 15.1 | 17.5 | 16.7 | 3/ | 12.9 | 13.4 | 17.3 | 15.2 | 3/ |
| April-June | 15.7 | 17.4 | 18.6 | 13.5 | 9.4 | 13.4 | 14.6 | 14.9 | 17.9 | 3/ |
| July-September | 17.2 | 18.4 | 19.4 | 16.5 | 12.6 | 14.9 | 15.6 | 17.5 | 18.8 | 3/ |
| PURCHASES PER 1,000 POPULATION: | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases |
| 1957-58: | | | | | | | | | | |
| October-December | .9 | 1.3 | 1.0 | 3/ | .8 | 1.6 | | | | |
| January-March | .9 | 1.1 | 1.0 | 3/ | 3/ | 1.5 | | | | |
| April-June | 1.3 | 1.8 | 1.5 | .5 | .9 | 2.0 | | | | |
| July-September | 1.7 | 2.4 | 2.0 | .9 | .9 | 1.9 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 1.0 | 1.3 | 1.0 | .5 | 3/ | 1.4 | | | | |
| January-March | 1.0 | 1.2 | 1.2 | .6 | 3/ | 1.2 | | | | |
| April-June | 1.6 | 2.5 | 2.0 | .6 | .7 | 1.6 | | | | |
| July-September | 2.0 | 3.2 | 2.4 | .8 | 1.0 | 2.0 | | | | |
| AVERAGE PRICE PAID PER 5½-6-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 10.6 | 10.1 | 11.9 | 3/ | 13.3 | 9.8 | 4/ | 9.6 | 4/ | 3/ |
| January-March | 10.8 | 11.3 | 11.2 | 3/ | 3/ | 9.7 | 12.1 | 9.7 | 10.0 | 3/ |
| April-June | 10.3 | 9.9 | 11.6 | 9.9 | 12.1 | 9.6 | 10.3 | 9.8 | 10.6 | 3/ |
| July-September | 10.5 | 10.4 | 10.5 | 10.1 | 12.4 | 10.0 | 10.7 | 10.3 | 10.6 | 3/ |
| Season average | 10.5 | 10.3 | 11.3 | 11.2 | 12.9 | 9.8 | 11.0 | 9.9 | 10.4 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 9.8 | 9.7 | 10.7 | 9.9 | 3/ | 9.4 | 10.0 | 9.6 | 9.8 | 3/ |
| January-March | 10.3 | 10.6 | 11.1 | 10.1 | 3/ | 9.3 | 10.5 | 10.0 | 10.4 | 3/ |
| April-June | 10.5 | 10.4 | 11.5 | 10.5 | 13.0 | 9.6 | 10.7 | 10.0 | 10.5 | 3/ |
| July-September | 10.6 | 10.8 | 10.7 | 11.3 | 14.3 | 9.5 | 10.9 | 9.9 | 10.8 | 3/ |
| Season average | 10.4 | 10.5 | 11.0 | 10.6 | 14.0 | 9.5 | 10.6 | 9.9 | 10.5 | 3/ |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Top few purchases reported for analysis. 4/ Data not available.

Table 10. PINEAPPLE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1956 to date 1/

| Period | Region | | | | | | Retail outlet | | | |
|--------------------------------------|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|---------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets |
| | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases |
| TOTAL PURCHASES: | cases | 3/cases | 3/cases | 3/cases | 3/cases | 3/cases | 3/cases | 3/cases | 3/cases | 3/cases |
| 1956-57: | | | | | | | | | | |
| October-December | 4,006 | | | | | | | | | |
| January-March | 4,351 | | | | | | | | | |
| April-June | 3,984 | | | | | | | | | |
| July-September | 3,298 | | | | | | | | | |
| Total | 15,639 | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 3,886 | | | | | | | | | |
| January-March | 4,160 | | | | | | | | | |
| April-June | 4,118 | | | | | | | | | |
| July-September | 4,010 | | | | | | | | | |
| Total | 16,174 | | | | | | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 3,501 | 1,470 | 657 | 605 | 323 | 446 | 1,255 | 953 | 1,237 | 56 |
| January-March | 3,428 | 1,298 | 650 | 754 | 348 | 378 | 1,342 | 867 | 1,156 | 63 |
| April-June | 3,117 | 1,242 | 587 | 574 | 360 | 354 | 1,192 | 858 | 1,018 | 4/ |
| July-September | 3,067 | 1,341 | 555 | 515 | 307 | 349 | 1,079 | 866 | 1,098 | 4/ |
| Total | 13,113 | 5,351 | 2,449 | 2,448 | 1,338 | 1,527 | 4,868 | 3,544 | 4,509 | 192 |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1958-59: | | | | | | | | | | |
| October-December | 59.7 | 60.0 | 57.3 | 56.0 | 54.7 | 70.5 | 57.0 | 60.5 | 62.5 | 54.6 |
| January-March | 60.1 | 59.2 | 58.2 | 61.0 | 58.8 | 63.9 | 58.5 | 59.4 | 62.7 | 62.4 |
| April-June | 57.8 | 56.3 | 57.2 | 55.0 | 61.2 | 62.3 | 56.7 | 58.7 | 59.1 | 4/ |
| July-September | 61.3 | 61.2 | 60.0 | 52.8 | 68.3 | 69.0 | 60.2 | 61.4 | 63.1 | 4/ |
| PURCHASES PER 1,000 POPULATION: | Cases | 3/Cases | 3/Cases | 3/Cases | 3/Cases | 3/Cases | 3/ | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 20.8 | 31.6 | 13.9 | 15.1 | 18.9 | 25.8 | | | | |
| January-March | 20.3 | 28.0 | 13.7 | 18.7 | 20.3 | 21.9 | | | | |
| April-June | 18.4 | 26.7 | 12.3 | 14.2 | 21.1 | 20.3 | | | | |
| July-September | 18.0 | 28.5 | 11.5 | 12.8 | 17.9 | 20.0 | | | | |
| AVERAGE PRICE PAID PER 46-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1956-57: | | | | | | | | | | |
| October-December | 27.6 | | | | | | | | | |
| January-March | 27.8 | | | | | | | | | |
| April-June | 28.6 | | | | | | | | | |
| July-September | 30.3 | | | | | | | | | |
| Season average | 28.5 | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 29.3 | | | | | | | | | |
| January-March | 29.0 | | | | | | | | | |
| April-June | 29.0 | | | | | | | | | |
| July-September | 29.5 | | | | | | | | | |
| Season average | 29.2 | | | | | | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 31.0 | 30.5 | 33.9 | 31.9 | 33.4 | 26.9 | 32.3 | 30.5 | 29.9 | 33.2 |
| January-March | 32.0 | 31.7 | 34.6 | 32.5 | 33.5 | 28.4 | 33.0 | 32.2 | 30.8 | 31.1 |
| April-June | 32.4 | 31.5 | 34.7 | 33.8 | 34.8 | 28.2 | 33.9 | 32.0 | 30.9 | 4/ |
| July-September | 31.6 | 30.5 | 33.9 | 33.3 | 33.6 | 28.2 | 32.4 | 31.6 | 30.8 | 4/ |
| Season average | 31.7 | 31.0 | 34.3 | 32.8 | 33.8 | 27.8 | 33.3 | 31.6 | 30.5 | 29.4 |

1/ All available quarterly data are shown. 2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 3/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 4/ Too few purchases reported for analyses.

Table 11. PRUNE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|---|---------------|------------|---------------|---------|--------------------|---------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-Southwest | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| TOTAL PURCHASES: | cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases |
| 1957-58: | | | | | | | | | | |
| October-December | 2,047 | 1,049 | 353 | 307 | 174 | 164 | 774 | 497 | 750 | 3/ |
| January-March | 2,158 | 1,127 | 342 | 295 | 201 | 193 | 832 | 540 | 760 | 3/ |
| April-June | 1,995 | 1,097 | 298 | 285 | 156 | 159 | 829 | 478 | 665 | 3/ |
| July-September | 1,891 | 950 | 282 | 315 | 187 | 157 | 731 | 508 | 620 | 3/ |
| Total | 8,091 | 4,223 | 1,275 | 1,202 | 718 | 673 | 3,166 | 2,023 | 2,795 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 1,859 | 843 | 340 | 306 | 193 | 177 | 725 | 444 | 661 | 3/ |
| January-March | 1,909 | 936 | 301 | 300 | 200 | 172 | 728 | 462 | 683 | 36 |
| April-June | 1,709 | 779 | 278 | 293 | 189 | 170 | 622 | 418 | 636 | 3/ |
| July-September | 1,671 | 788 | 267 | 248 | 197 | 171 | 617 | 376 | 653 | 3/ |
| Total | 7,148 | 3,346 | 1,186 | 1,147 | 779 | 690 | 2,692 | 1,700 | 2,633 | 123 |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 39.6 | 40.9 | 36.3 | 37.7 | 43.1 | 39.6 | 4/ | 39.7 | 4/ | 3/ |
| January-March | 40.7 | 42.0 | 36.8 | 37.7 | 45.0 | 41.6 | 36.5 | 42.8 | 45.8 | 3/ |
| April-June | 39.6 | 41.2 | 35.1 | 38.5 | 43.5 | 38.3 | 37.1 | 40.4 | 43.0 | 3/ |
| July-September | 40.8 | 39.9 | 35.7 | 41.8 | 47.3 | 42.5 | 38.2 | 42.5 | 42.9 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 39.2 | 37.8 | 34.8 | 39.2 | 47.1 | 42.0 | 37.3 | 38.5 | 42.3 | 3/ |
| January-March | 38.8 | 38.3 | 33.6 | 39.5 | 47.9 | 37.5 | 36.9 | 38.4 | 41.7 | 35.8 |
| April-June | 39.3 | 38.5 | 35.8 | 38.6 | 49.6 | 37.9 | 36.6 | 38.5 | 42.9 | 3/ |
| July-September | 38.4 | 37.2 | 34.6 | 37.2 | 47.0 | 39.1 | 37.5 | 37.5 | 39.6 | 3/ |
| PURCHASES PER 1,000 POPULATION: | Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/ | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 12.3 | 22.8 | 7.5 | 7.8 | 10.2 | 9.6 | | | | |
| January-March | 12.9 | 24.5 | 7.3 | 7.4 | 11.7 | 11.3 | | | | |
| April-June | 11.9 | 23.8 | 6.3 | 7.2 | 9.1 | 9.3 | | | | |
| July-September | 11.3 | 20.6 | 6.0 | 7.9 | 10.8 | 9.1 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 11.0 | 18.1 | 7.2 | 7.7 | 11.3 | 10.2 | | | | |
| January-March | 11.3 | 20.2 | 6.3 | 7.4 | 11.7 | 9.9 | | | | |
| April-June | 10.1 | 16.7 | 5.8 | 7.3 | 11.0 | 9.8 | | | | |
| July-September | 9.8 | 16.8 | 5.5 | 6.2 | 11.4 | 9.8 | | | | |
| AVERAGE PRICE PAID PER 32-OUNCE BOTTLE: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 33.1 | 31.1 | 35.5 | 34.2 | 35.3 | 32.6 | 4/ | 32.2 | 4/ | 3/ |
| January-March | 33.4 | 31.1 | 35.5 | 34.6 | 36.6 | 32.8 | 35.1 | 32.1 | 32.1 | 3/ |
| April-June | 33.9 | 31.4 | 36.3 | 35.1 | 37.4 | 34.9 | 35.3 | 32.9 | 32.7 | 3/ |
| July-September | 34.0 | 31.6 | 36.9 | 34.7 | 37.2 | 34.2 | 35.6 | 33.0 | 32.6 | 3/ |
| Season average | 33.6 | 31.3 | 36.0 | 34.6 | 36.5 | 33.6 | 35.3 | 32.5 | 32.4 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 38.7 | 36.7 | 41.1 | 38.6 | 41.3 | 38.7 | 39.9 | 37.2 | 38.2 | 3/ |
| January-March | 42.4 | 40.2 | 44.8 | 42.4 | 44.9 | 43.6 | 43.6 | 41.1 | 41.7 | 42.1 |
| April-June | 43.4 | 41.4 | 45.3 | 44.1 | 45.9 | 43.9 | 45.1 | 42.3 | 42.2 | 3/ |
| July-September | 43.6 | 40.9 | 45.3 | 44.1 | 46.6 | 44.2 | 45.2 | 42.5 | 42.3 | 3/ |
| Season average | 41.9 | 39.7 | 44.0 | 42.2 | 44.6 | 42.6 | 43.5 | 40.6 | 41.1 | 41.5 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 12. TOMATO JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|--------------------------------------|---------------|------------|---------------|---------|---------------------|---------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| TOTAL PURCHASES: | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| 1957-58: | cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases |
| October-December | 5,644 | 2,200 | 1,336 | 821 | 520 | 767 | 2,254 | 1,614 | 1,701 | 75 |
| January-March | 6,180 | 2,216 | 1,530 | 872 | 632 | 930 | 2,547 | 1,683 | 1,873 | 77 |
| April-June | 5,778 | 2,049 | 1,542 | 798 | 511 | 878 | 2,188 | 1,646 | 1,848 | 96 |
| July-September | 5,102 | 1,810 | 1,355 | 671 | 496 | 770 | 1,912 | 1,586 | 1,513 | 91 |
| Total | 22,704 | 8,275 | 5,763 | 3,162 | 2,159 | 3,345 | 8,901 | 6,529 | 6,935 | 339 |
| 1958-59: | | | | | | | | | | |
| October-December | 5,596 | 2,169 | 1,350 | 753 | 575 | 749 | 2,168 | 1,390 | 1,932 | 106 |
| January-March | 6,257 | 2,184 | 1,585 | 930 | 683 | 875 | 2,573 | 1,569 | 2,002 | 113 |
| April-June | 6,251 | 2,153 | 1,640 | 816 | 596 | 1,046 | 2,554 | 1,597 | 2,027 | 73 |
| July-September | 5,387 | 1,997 | 1,480 | 696 | 517 | 697 | 2,002 | 1,320 | 1,996 | 69 |
| Total | 23,491 | 8,503 | 6,055 | 3,195 | 2,371 | 3,367 | 9,297 | 5,876 | 7,957 | 361 |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 56.3 | 52.4 | 59.5 | 52.6 | 50.1 | 68.7 | 3/ | 58.8 | 3/ | 50.4 |
| January-March | 56.9 | 53.1 | 57.1 | 49.6 | 53.9 | 74.1 | 55.3 | 58.4 | 58.5 | 52.0 |
| April-June | 56.0 | 51.8 | 56.8 | 49.2 | 52.4 | 71.5 | 54.2 | 60.8 | 54.3 | 56.6 |
| July-September | 56.5 | 51.1 | 59.8 | 52.4 | 50.9 | 69.9 | 56.2 | 62.7 | 51.7 | 53.1 |
| 1958-59: | | | | | | | | | | |
| October-December | 59.0 | 56.6 | 62.2 | 52.0 | 55.0 | 69.9 | 58.3 | 60.5 | 58.9 | 59.4 |
| January-March | 61.3 | 56.5 | 61.9 | 54.9 | 61.9 | 74.5 | 60.9 | 64.6 | 59.5 | 58.0 |
| April-June | 65.9 | 58.4 | 67.7 | 60.2 | 62.5 | 82.5 | 65.0 | 71.1 | 64.2 | 51.5 |
| July-September | 62.9 | 58.1 | 69.6 | 55.1 | 61.1 | 71.2 | 61.2 | 65.2 | 64.2 | 47.5 |
| PURCHASES PER 1,000 POPULATION: | Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases |
| 1957-58: | | | | | | | | | | |
| October-December | 33.9 | 47.9 | 28.6 | 20.7 | 30.5 | 45.1 | | | | |
| January-March | 37.0 | 48.1 | 32.6 | 22.0 | 36.7 | 54.5 | | | | |
| April-June | 34.5 | 44.4 | 32.7 | 20.0 | 29.8 | 51.4 | | | | |
| July-September | 30.4 | 39.2 | 29.0 | 16.7 | 28.8 | 44.5 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 33.3 | 46.6 | 28.5 | 18.8 | 33.6 | 43.3 | | | | |
| January-March | 37.1 | 47.0 | 33.4 | 23.1 | 39.9 | 50.6 | | | | |
| April-June | 36.9 | 46.2 | 34.3 | 20.3 | 34.9 | 60.0 | | | | |
| July-September | 31.7 | 42.5 | 30.7 | 17.3 | 30.0 | 39.9 | | | | |
| AVERAGE PRICE PAID PER 46-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 27.5 | 28.8 | 27.6 | 29.7 | 28.9 | 23.4 | 3/ | 26.9 | 3/ | 29.5 |
| January-March | 28.0 | 29.9 | 28.9 | 30.6 | 29.3 | 22.8 | 28.4 | 28.2 | 27.3 | 28.8 |
| April-June | 28.6 | 30.2 | 29.4 | 31.3 | 29.8 | 23.9 | 29.1 | 28.3 | 28.2 | 27.9 |
| July-September | 28.8 | 30.0 | 29.4 | 30.8 | 30.4 | 24.7 | 29.2 | 28.5 | 28.6 | 27.7 |
| Season average | 28.2 | 29.7 | 28.8 | 30.6 | 29.6 | 23.7 | 28.9 | 28.0 | 27.5 | 28.3 |
| 1958-59: | | | | | | | | | | |
| October-December | 28.3 | 29.7 | 28.7 | 30.7 | 29.1 | 23.9 | 28.7 | 28.4 | 27.7 | 28.2 |
| January-March | 27.7 | 29.0 | 28.3 | 30.2 | 28.6 | 23.5 | 28.2 | 27.5 | 27.5 | 25.7 |
| April-June | 25.9 | 28.3 | 26.7 | 28.4 | 27.2 | 21.1 | 26.2 | 25.8 | 25.7 | 26.5 |
| July-September | 26.8 | 28.7 | 27.3 | 28.6 | 27.5 | 22.4 | 27.2 | 26.6 | 26.6 | 26.3 |
| Season average | 27.2 | 29.0 | 27.7 | 29.5 | 28.1 | 22.7 | 27.8 | 27.0 | 26.9 | 24.0 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Data not available.

Table 13. SINGLE-STRENGTH ORANGEADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|--------------------------------------|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 1,514 | 158 | 547 | 440 | 204 | 165 | 753 | 291 | 445 | 3/ |
| January-March | 1,353 | 130 | 558 | 295 | 230 | 140 | 665 | 242 | 421 | 3/ |
| April-June | 1,811 | 225 | 754 | 375 | 198 | 259 | 824 | 431 | 530 | 3/ |
| July-September | 1,680 | 251 | 602 | 406 | 202 | 219 | 716 | 403 | 520 | 3/ |
| Total | 6,358 | 764 | 2,461 | 1,516 | 834 | 783 | 2,958 | 1,367 | 1,916 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 1,304 | 153 | 525 | 356 | 123 | 147 | 504 | 300 | 481 | 3/ |
| January-March | 1,387 | 170 | 567 | 403 | 113 | 134 | 600 | 329 | 422 | 3/ |
| April-June | 1,718 | 256 | 714 | 411 | 134 | 203 | 742 | 371 | 568 | 3/ |
| July-September | 1,550 | 220 | 669 | 306 | 144 | 211 | 693 | 287 | 554 | 3/ |
| Total | 5,959 | 799 | 2,475 | 1,476 | 514 | 695 | 2,539 | 1,287 | 2,025 | 3/ |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 72.0 | 65.8 | 69.6 | 72.4 | 67.2 | 86.4 | 4/ | 68.3 | 4/ | 3/ |
| January-March | 71.5 | 55.8 | 76.0 | 65.0 | 74.1 | 74.9 | 77.0 | 62.0 | 70.6 | 3/ |
| April-June | 74.7 | 66.1 | 76.3 | 71.3 | 71.1 | 83.2 | 76.2 | 74.6 | 74.9 | 3/ |
| July-September | 74.3 | 71.7 | 69.7 | 74.3 | 67.3 | 97.5 | 75.9 | 77.0 | 69.8 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 69.0 | 68.0 | 70.7 | 66.6 | 63.8 | 75.1 | 70.4 | 65.1 | 71.2 | 3/ |
| January-March | 67.7 | 72.7 | 69.1 | 61.8 | 72.5 | 70.4 | 65.6 | 69.9 | 70.3 | 3/ |
| April-June | 73.6 | 76.6 | 76.8 | 68.7 | 64.8 | 81.5 | 68.1 | 77.3 | 78.5 | 3/ |
| July-September | 77.6 | 69.7 | 83.1 | 68.2 | 73.5 | 88.0 | 76.7 | 79.7 | 77.3 | 3/ |
| PURCHASES PER 1,000 POPULATION: | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases |
| 1957-58: | | | | | | | | | | |
| October-December | 9.1 | 3.4 | 11.7 | 11.1 | 12.0 | 9.7 | | | | |
| January-March | 8.1 | 2.8 | 11.9 | 7.4 | 13.3 | 8.2 | | | | |
| April-June | 10.8 | 4.9 | 16.0 | 9.4 | 11.6 | 15.2 | | | | |
| July-September | 10.0 | 5.4 | 12.9 | 10.1 | 11.7 | 12.7 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 7.7 | 3.2 | 11.1 | 8.9 | 7.2 | 8.5 | | | | |
| January-March | 8.2 | 3.7 | 11.9 | 10.0 | 6.6 | 7.7 | | | | |
| April-June | 10.2 | 5.5 | 14.9 | 10.2 | 7.8 | 11.7 | | | | |
| July-September | 9.1 | 4.7 | 13.9 | 7.6 | 8.4 | 12.1 | | | | |
| AVERAGE PRICE PAID PER 46-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 27.8 | 28.1 | 27.8 | 28.0 | 27.6 | 27.5 | 4/ | 28.4 | 4/ | 3/ |
| January-March | 28.1 | 28.9 | 27.7 | 28.7 | 28.1 | 28.3 | 28.0 | 28.5 | 27.9 | 3/ |
| April-June | 27.7 | 28.3 | 27.4 | 28.5 | 27.5 | 27.5 | 27.7 | 27.7 | 27.2 | 3/ |
| July-September | 28.4 | 28.4 | 28.7 | 28.7 | 29.0 | 26.6 | 28.7 | 28.0 | 28.1 | 3/ |
| Season average | 28.0 | 28.4 | 27.9 | 28.5 | 28.0 | 27.4 | 28.0 | 28.1 | 27.8 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 30.0 | 30.4 | 30.1 | 30.4 | 30.6 | 28.4 | 29.9 | 30.1 | 29.9 | 3/ |
| January-March | 31.0 | 31.3 | 30.7 | 31.3 | 31.8 | 30.3 | 31.4 | 31.0 | 30.4 | 3/ |
| April-June | 29.9 | 31.2 | 29.3 | 30.0 | 31.1 | 29.2 | 30.2 | 30.3 | 29.1 | 3/ |
| July-September | 29.6 | 31.2 | 29.1 | 29.4 | 30.6 | 29.1 | 30.0 | 29.9 | 28.7 | 3/ |
| Season average | 30.1 | 31.1 | 29.8 | 30.3 | 31.0 | 29.2 | 30.4 | 30.3 | 29.5 | 3/ |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 14. PINEAPPLE-GRAPEFRUIT DRINK

Consumer purchases and average prices paid, by regions and retail outlets, October 1956 to date 1/

| Period | Region | | | | | | Retail outlet | | | |
|--------------------------------------|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 2/ |
| | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1956-57: | | | | | | | | | | |
| October-December | 764 | | | | | | | | | |
| January-March | 1,086 | | | | | | | | | |
| April-June | 1,780 | | | | | | | | | |
| July-September | 2,394 | | | | | | | | | |
| Total | 6,024 | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 1,911 | | | | | | | | | |
| January-March | 2,272 | | | | | | | | | |
| April-June | 2,707 | | | | | | | | | |
| July-September | 2,904 | | | | | | | | | |
| Total | 9,794 | | | | | | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 2,978 | 1,189 | 756 | 294 | 242 | 497 | 1,235 | 707 | 993 | 4/ |
| January-March | 3,455 | 1,292 | 1,054 | 388 | 292 | 429 | 1,307 | 768 | 1,311 | 4/ |
| April-June | 3,268 | 1,216 | 976 | 357 | 281 | 438 | 1,311 | 742 | 1,182 | 4/ |
| July-September | 3,269 | 1,245 | 976 | 359 | 243 | 444 | 1,236 | 876 | 1,123 | 4/ |
| Total | 12,970 | 4,942 | 3,764 | 1,398 | 1,058 | 1,808 | 5,089 | 3,093 | 4,609 | 4/ |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1958-59: | | | | | | | | | | |
| October-December | 68.5 | 67.3 | 65.7 | 56.8 | 71.7 | 78.5 | 67.9 | 68.1 | 69.7 | 4/ |
| January-March | 69.2 | 67.1 | 72.5 | 60.1 | 65.2 | 78.1 | 65.8 | 70.1 | 71.6 | 4/ |
| April-June | 70.4 | 69.5 | 71.1 | 61.0 | 65.8 | 80.3 | 68.8 | 70.9 | 72.1 | 4/ |
| July-September | 71.4 | 69.6 | 72.6 | 59.6 | 69.4 | 83.3 | 70.1 | 74.8 | 70.8 | 4/ |
| PURCHASES PER 1,000 POPULATION: | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases | Cases |
| 1958-59: | | | | | | | | | | |
| October-December | 17.7 | 25.6 | 16.0 | 7.4 | 14.1 | 28.8 | | | | |
| January-March | 20.5 | 27.8 | 22.2 | 9.6 | 17.1 | 24.8 | | | | |
| April-June | 19.3 | 26.1 | 20.4 | 8.9 | 16.4 | 25.1 | | | | |
| July-September | 19.2 | 26.5 | 20.3 | 8.9 | 14.1 | 25.4 | | | | |
| AVERAGE PRICE PAID PER 46-OUNCE CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1956-57: | | | | | | | | | | |
| October-December | 28.2 | | | | | | | | | |
| January-March | 29.2 | | | | | | | | | |
| April-June | 28.2 | | | | | | | | | |
| July-September | 28.5 | | | | | | | | | |
| Season average | 28.5 | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 30.3 | | | | | | | | | |
| January-March | 29.8 | | | | | | | | | |
| April-June | 29.9 | | | | | | | | | |
| July-September | 30.1 | | | | | | | | | |
| Season average | 30.0 | | | | | | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 29.8 | 29.5 | 30.5 | 32.2 | 31.1 | 28.0 | 29.8 | 30.2 | 29.5 | 4/ |
| January-March | 30.1 | 29.9 | 30.5 | 31.6 | 31.5 | 28.1 | 30.7 | 29.7 | 29.7 | 4/ |
| April-June | 30.4 | 30.3 | 30.5 | 32.7 | 31.8 | 28.3 | 31.1 | 30.7 | 29.2 | 4/ |
| July-September | 30.6 | 30.8 | 30.5 | 32.4 | 32.4 | 28.3 | 31.2 | 30.2 | 30.2 | 4/ |
| Season average | 30.2 | 30.1 | 30.5 | 32.2 | 31.7 | 28.1 | 30.7 | 30.2 | 29.6 | 4/ |

1/ All available quarterly data are shown. 2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 3/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 4/ Too few purchases reported for analysis.

Table 15. FRESH ORANGES - ALL AREAS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|---------------------------------|---------------|------------|---------------|-------|---------------------|---------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| TOTAL PURCHASES 2/: | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| 1957-58: | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes |
| October-December | 7,343 | 2,333 | 1,926 | 1,890 | 604 | 590 | 3,044 | 1,694 | 1,719 | 886 |
| January-March | 8,235 | 2,936 | 2,281 | 1,479 | 738 | 801 | 3,300 | 1,900 | 1,923 | 1,113 |
| April-June | 5,073 | 2,022 | 1,507 | 628 | 360 | 556 | 2,146 | 1,049 | 1,217 | 661 |
| July-September | 2,319 | 989 | 699 | 234 | 171 | 226 | 1,003 | 335 | 608 | 373 |
| Total | 22,970 | 8,280 | 6,413 | 4,231 | 1,873 | 2,173 | 9,493 | 4,977 | 5,467 | 3,033 |
| 1958-59: | | | | | | | | | | |
| October-December | 4,749 | 1,514 | 1,310 | 1,096 | 393 | 436 | 2,009 | 1,000 | 1,255 | 485 |
| January-March | 8,336 | 2,956 | 2,531 | 1,263 | 586 | 1,000 | 3,200 | 2,088 | 2,204 | 844 |
| April-June | 6,125 | 2,369 | 1,878 | 667 | 426 | 785 | 2,411 | 1,330 | 1,642 | 742 |
| July-September | 3,059 | 1,305 | 898 | 311 | 201 | 344 | 1,256 | 567 | 868 | 368 |
| Total | 22,269 | 8,144 | 6,617 | 3,337 | 1,606 | 2,565 | 8,876 | 4,985 | 5,969 | 2,439 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 13.5 | 12.2 | 12.8 | 16.2 | 12.9 | 13.1 | 3/ | 13.6 | 3/ | 18.0 |
| January-March | 11.7 | 10.6 | 11.9 | 13.6 | 11.8 | 11.3 | 11.1 | 11.1 | 11.0 | 18.0 |
| April-June | 10.5 | 10.2 | 11.0 | 10.9 | 9.2 | 10.7 | 10.2 | 10.3 | 10.0 | 13.3 |
| July-September | 10.5 | 10.8 | 11.0 | 9.9 | 9.0 | 10.5 | 10.0 | 9.8 | 10.3 | 14.0 |
| 1958-59: | | | | | | | | | | |
| October-December | 12.7 | 11.7 | 12.2 | 15.5 | 11.6 | 12.4 | 12.1 | 12.7 | 12.2 | 18.9 |
| January-March | 12.7 | 11.2 | 13.3 | 13.0 | 11.5 | 14.9 | 12.1 | 12.9 | 12.1 | 17.5 |
| April-June | 12.2 | 11.4 | 13.0 | 11.8 | 10.6 | 13.5 | 11.6 | 12.1 | 11.9 | 16.3 |
| July-September | 11.5 | 11.2 | 11.7 | 11.1 | 10.2 | 12.8 | 11.1 | 11.5 | 11.4 | 13.6 |
| PURCHASES PER 1,000 POPULATION: | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 44.0 | 50.9 | 41.2 | 47.8 | 35.5 | 34.6 | | | | |
| January-March | 49.4 | 63.7 | 48.6 | 37.3 | 42.8 | 47.0 | | | | |
| April-June | 30.4 | 43.8 | 32.0 | 15.7 | 20.9 | 32.7 | | | | |
| July-September | 13.8 | 21.4 | 15.0 | 5.9 | 9.9 | 13.0 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 28.3 | 32.5 | 27.7 | 27.3 | 23.0 | 25.2 | | | | |
| January-March | 49.5 | 63.7 | 53.3 | 31.2 | 34.2 | 57.6 | | | | |
| April-June | 36.1 | 50.9 | 39.2 | 16.5 | 25.1 | 45.1 | | | | |
| July-September | 17.9 | 27.7 | 18.6 | 7.8 | 11.6 | 19.7 | | | | |
| AVERAGE PRICE PAID PER DOZEN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 42.1 | 48.9 | 46.0 | 32.6 | 42.1 | 43.2 | 3/ | 41.0 | 3/ | 38.2 |
| January-March | 52.7 | 60.0 | 56.4 | 38.6 | 48.5 | 56.9 | 53.1 | 54.8 | 57.2 | 41.4 |
| April-June | 62.4 | 68.1 | 63.4 | 49.0 | 66.7 | 58.6 | 61.8 | 64.9 | 66.7 | 52.9 |
| July-September | 64.0 | 67.9 | 62.9 | 56.1 | 67.9 | 60.3 | 63.7 | 69.7 | 67.7 | 53.7 |
| Season average | 52.2 | 59.5 | 55.5 | 37.9 | 51.3 | 53.7 | 53.6 | 52.9 | 53.6 | 44.0 |
| 1958-59: | | | | | | | | | | |
| October-December | 48.8 | 55.7 | 51.6 | 38.6 | 49.7 | 50.9 | 50.6 | 47.5 | 50.3 | 40.4 |
| January-March | 47.0 | 54.9 | 47.4 | 40.7 | 48.7 | 40.1 | 47.5 | 47.5 | 48.9 | 39.4 |
| April-June | 50.3 | 56.1 | 49.1 | 46.0 | 55.3 | 43.9 | 50.5 | 51.8 | 52.8 | 41.7 |
| July-September | 52.7 | 56.5 | 51.9 | 50.1 | 58.0 | 46.9 | 52.5 | 54.5 | 55.2 | 45.3 |
| Season average | 49.0 | 55.6 | 49.3 | 41.7 | 51.7 | 44.1 | 49.7 | 49.3 | 51.1 | 41.1 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Includes Texas oranges. 3/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 16. FRESH ORANGES - CALIFORNIA-ARIZONA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|---------------------------------|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| TOTAL PURCHASES: | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| 1957-58: | | | | | | | | | | |
| October-December | 2,701 | 875 | 972 | 182 | 210 | 462 | 1,220 | 499 | 639 | 343 |
| January-March | 3,223 | 985 | 1,153 | 146 | 276 | 663 | 1,413 | 630 | 780 | 400 |
| April-June | 2,591 | 878 | 985 | 96 | 202 | 430 | 1,166 | 462 | 609 | 354 |
| July-September | 1,765 | 786 | 592 | 91 | 121 | 175 | 749 | 239 | 460 | 317 |
| Total | 10,280 | 3,524 | 3,702 | 515 | 809 | 1,730 | 4,548 | 1,830 | 2,488 | 1,414 |
| 1958-59: | | | | | | | | | | |
| October-December | 1,894 | 596 | 709 | 124 | 135 | 330 | 886 | 322 | 489 | 197 |
| January-March | 4,041 | 1,262 | 1,544 | 179 | 300 | 756 | 1,617 | 1,027 | 1,073 | 324 |
| April-June | 3,765 | 1,415 | 1,336 | 151 | 240 | 623 | 1,526 | 767 | 1,040 | 432 |
| July-September | 2,401 | 1,072 | 760 | 141 | 127 | 301 | 984 | 412 | 690 | 315 |
| Total | 12,101 | 4,345 | 4,349 | 595 | 802 | 2,010 | 5,013 | 2,528 | 3,292 | 1,268 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 11.4 | 10.4 | 11.4 | 13.2 | 9.8 | 12.9 | 2/ | 11.2 | 2/ | 14.9 |
| January-March | 9.9 | 8.5 | 10.3 | 9.8 | 8.6 | 11.5 | 9.4 | 8.9 | 9.4 | 16.6 |
| April-June | 9.9 | 9.1 | 10.7 | 8.8 | 8.3 | 10.7 | 9.5 | 9.5 | 9.5 | 13.4 |
| July-September | 10.3 | 10.9 | 10.8 | 9.2 | 8.4 | 9.7 | 9.6 | 9.5 | 10.1 | 14.1 |
| 1958-59: | | | | | | | | | | |
| October-December | 11.3 | 10.4 | 11.5 | 13.6 | 9.2 | 12.3 | 10.8 | 10.9 | 11.2 | 15.6 |
| January-March | 12.7 | 10.7 | 13.4 | 10.8 | 11.2 | 14.9 | 12.2 | 12.7 | 12.2 | 18.5 |
| April-June | 12.1 | 11.1 | 12.8 | 11.1 | 9.8 | 13.4 | 11.3 | 12.0 | 12.0 | 16.6 |
| July-September | 11.5 | 11.2 | 11.7 | 10.3 | 9.4 | 12.9 | 11.1 | 11.3 | 11.5 | 13.4 |
| PURCHASES PER 1,000 POPULATION: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 16.2 | 19.1 | 20.8 | 4.6 | 12.3 | 27.1 | | | | |
| January-March | 19.3 | 21.4 | 24.6 | 3.7 | 16.0 | 38.9 | | | | |
| April-June | 15.5 | 19.0 | 20.9 | 2.4 | 11.7 | 25.2 | | | | |
| July-September | 10.5 | 17.0 | 12.7 | 2.3 | 7.0 | 10.1 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 11.3 | 12.8 | 15.0 | 3.1 | 7.9 | 19.1 | | | | |
| January-March | 24.0 | 27.2 | 32.5 | 4.4 | 17.5 | 43.6 | | | | |
| April-June | 22.2 | 30.4 | 27.9 | 3.7 | 14.1 | 35.8 | | | | |
| July-September | 14.1 | 22.8 | 15.8 | 3.5 | 7.4 | 17.2 | | | | |
| AVERAGE PRICE PAID PER DOZEN: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 53.0 | 62.0 | 53.8 | 41.5 | 61.2 | 43.5 | 2/ | 54.2 | 2/ | 44.7 |
| January-March | 67.2 | 80.0 | 68.0 | 55.0 | 72.8 | 56.7 | 67.7 | 72.3 | 73.5 | 47.6 |
| April-June | 68.1 | 75.8 | 66.1 | 62.7 | 78.8 | 59.7 | 68.9 | 69.6 | 71.6 | 56.7 |
| July-September | 66.0 | 67.4 | 63.5 | 65.2 | 76.0 | 63.5 | 67.1 | 71.3 | 68.8 | 55.1 |
| Season average | 63.2 | 71.4 | 62.8 | 52.7 | 71.6 | 54.4 | 65.0 | 66.2 | 64.7 | 50.6 |
| 1958-59: | | | | | | | | | | |
| October-December | 57.9 | 65.6 | 56.2 | 49.8 | 67.9 | 52.0 | 59.8 | 56.5 | 59.4 | 47.0 |
| January-March | 48.5 | 57.7 | 47.0 | 52.1 | 53.5 | 40.6 | 49.3 | 48.6 | 50.7 | 37.5 |
| April-June | 51.3 | 57.6 | 49.3 | 53.5 | 59.7 | 44.3 | 52.1 | 52.4 | 53.7 | 41.6 |
| July-September | 53.1 | 56.3 | 51.6 | 55.1 | 62.6 | 46.7 | 53.6 | 54.8 | 55.0 | 46.3 |
| Season average | 51.7 | 58.5 | 50.0 | 52.6 | 59.3 | 44.6 | 52.8 | 51.7 | 53.9 | 42.2 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 17. FRESH ORANGES - FLORIDA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|--|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 3,135 | 1,183 | 673 | 1,211 | 56 | 2/ | 1,038 | 948 | 807 | 342 |
| January-March | 3,018 | 1,494 | 657 | 844 | 22 | 2/ | 932 | 902 | 745 | 439 |
| April-June | 1,588 | 921 | 301 | 340 | 2/ | 2/ | 540 | 419 | 410 | 219 |
| July-September | 236 | 120 | 2/ | 74 | 2/ | 2/ | 97 | 38 | 82 | 2/ |
| Total | 7,977 | 3,718 | 1,664 | 2,469 | 102 | 2/ | 2,607 | 2,307 | 2,044 | 1,019 |
| 1958-59: | | | | | | | | | | |
| October-December | 1,764 | 714 | 364 | 666 | 2/ | 2/ | 588 | 470 | 516 | 190 |
| January-March | 2,589 | 1,282 | 555 | 728 | 2/ | 2/ | 795 | 719 | 726 | 349 |
| April-June | 1,369 | 721 | 280 | 343 | 20 | 2/ | 456 | 338 | 368 | 207 |
| July-September | 245 | 124 | 2/ | 87 | 2/ | 2/ | 95 | 40 | 82 | 2/ |
| Total | 5,967 | 2,841 | 1,225 | 1,824 | 55 | 2/ | 1,934 | 1,567 | 1,692 | 774 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 15.6 | 14.0 | 14.9 | 17.5 | 13.9 | 2/ | 3/ | 15.9 | 3/ | 19.7 |
| January-March | 13.8 | 12.7 | 14.5 | 15.0 | 9.7 | 2/ | 13.1 | 13.5 | 12.8 | 18.7 |
| April-June | 11.8 | 11.9 | 12.3 | 11.9 | 2/ | 2/ | 11.8 | 11.4 | 11.5 | 13.4 |
| July-September | 11.9 | 12.1 | 2/ | 11.9 | 2/ | 2/ | 12.6 | 9.5 | 12.6 | 2/ |
| 1958-59: | | | | | | | | | | |
| October-December | 15.0 | 13.1 | 14.0 | 17.2 | 2/ | 2/ | 14.0 | 15.4 | 14.0 | 22.1 |
| January-March | 13.4 | 12.7 | 13.0 | 14.4 | 2/ | 2/ | 12.3 | 14.1 | 12.6 | 17.3 |
| April-June | 12.5 | 12.1 | 13.4 | 12.6 | 11.5 | 2/ | 11.8 | 12.6 | 11.9 | 15.5 |
| July-September | 12.9 | 12.5 | 2/ | 13.0 | 2/ | 2/ | 12.0 | 10.4 | 12.4 | 2/ |
| PURCHASES PER 1,000 POPULATION: | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 18.8 | 25.8 | 14.4 | 30.6 | 3.3 | 2/ | | | | |
| January-March | 18.1 | 32.4 | 14.0 | 21.3 | 1.3 | 2/ | | | | |
| April-June | 9.5 | 20.0 | 6.4 | 8.5 | 2/ | 2/ | | | | |
| July-September | 1.4 | 2.6 | 2/ | 1.8 | 2/ | 2/ | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 10.5 | 15.4 | 7.7 | 16.6 | 2/ | 2/ | | | | |
| January-March | 15.3 | 27.6 | 11.7 | 18.0 | 2/ | 2/ | | | | |
| April-June | 8.1 | 15.5 | 5.8 | 8.5 | 1.2 | 2/ | | | | |
| July-September | 1.4 | 2.6 | 2/ | 2.2 | 2/ | 2/ | | | | |
| AVERAGE PRICE PAID PER DOZEN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 35.0 | 39.5 | 37.1 | 30.8 | 38.2 | 2/ | 3/ | 33.9 | 3/ | 36.3 |
| January-March | 43.7 | 49.1 | 44.7 | 36.6 | 51.6 | 2/ | 43.7 | 44.9 | 45.4 | 38.6 |
| April-June | 56.5 | 60.9 | 57.9 | 46.9 | 2/ | 2/ | 52.7 | 62.0 | 60.6 | 48.9 |
| July-September | 59.5 | 69.1 | 2/ | 48.5 | 2/ | 2/ | 54.1 | 69.9 | 63.8 | 2/ |
| Season average | 42.5 | 49.0 | 44.0 | 35.1 | 43.8 | 2/ | 43.0 | 43.1 | 42.6 | 39.9 |
| 1958-59: | | | | | | | | | | |
| October-December | 40.9 | 46.9 | 43.0 | 35.9 | 2/ | 2/ | 42.1 | 40.3 | 41.7 | 36.9 |
| January-March | 45.5 | 50.4 | 48.7 | 38.5 | 2/ | 2/ | 46.7 | 44.9 | 46.1 | 42.6 |
| April-June | 49.2 | 53.5 | 49.5 | 43.2 | 48.4 | 2/ | 49.7 | 51.6 | 51.0 | 41.2 |
| July-September | 49.2 | 55.6 | 2/ | 43.3 | 2/ | 2/ | 47.2 | 54.0 | 55.9 | 2/ |
| Season average | 44.9 | 50.4 | 47.1 | 38.4 | 44.0 | 2/ | 45.8 | 44.8 | 45.9 | 40.4 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.
Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 18. FRESH ORANGES - UNIDENTIFIED

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|---------------------------------|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 1,117 | 274 | 219 | 459 | 61 | 104 | 570 | 190 | 214 | 143 |
| January-March | 1,384 | 453 | 316 | 409 | 75 | 131 | 631 | 258 | 297 | 198 |
| April-June | 748 | 223 | 204 | 164 | 43 | 114 | 346 | 144 | 179 | 79 |
| July-September | 278 | 81 | 74 | 62 | 10 | 51 | 128 | 49 | 64 | 37 |
| Total | 3,527 | 1,031 | 813 | 1,094 | 189 | 400 | 1,675 | 641 | 754 | 457 |
| 1958-59: | | | | | | | | | | |
| October-December | 778 | 202 | 184 | 252 | 48 | 92 | 386 | 142 | 182 | 68 |
| January-March | 1,376 | 404 | 380 | 286 | 70 | 236 | 624 | 272 | 343 | 137 |
| April-June | 852 | 222 | 250 | 154 | 69 | 157 | 356 | 198 | 205 | 93 |
| July-September | 356 | 109 | 111 | 66 | 28 | 42 | 144 | 97 | 90 | 2/ |
| Total | 3,362 | 937 | 925 | 758 | 215 | 527 | 1,510 | 709 | 820 | 323 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 13.2 | 11.7 | 13.5 | 14.3 | 10.3 | 13.7 | 3/ | 11.9 | 3/ | 17.4 |
| January-March | 11.1 | 10.1 | 11.8 | 11.9 | 10.9 | 10.4 | 11.0 | 9.9 | 10.6 | 15.1 |
| April-June | 10.4 | 9.9 | 11.5 | 10.1 | 8.2 | 11.1 | 10.3 | 10.4 | 9.9 | 12.4 |
| July-September | 10.9 | 9.5 | 12.3 | 9.4 | 6.8 | 14.5 | 10.9 | 10.4 | 10.0 | 14.3 |
| 1958-59: | | | | | | | | | | |
| October-December | 12.2 | 11.2 | 12.1 | 12.8 | 9.7 | 13.5 | 12.5 | 11.4 | 10.8 | 16.9 |
| January-March | 11.7 | 9.4 | 12.7 | 11.3 | 9.6 | 15.1 | 11.6 | 11.4 | 11.1 | 14.7 |
| April-June | 12.3 | 11.3 | 13.2 | 10.6 | 11.2 | 14.3 | 12.2 | 12.0 | 11.8 | 14.8 |
| July-September | 11.0 | 10.0 | 12.2 | 10.2 | 9.5 | 12.6 | 10.5 | 11.9 | 10.3 | 2/ |
| PURCHASES PER 1,000 POPULATION: | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 6.7 | 6.0 | 4.7 | 11.6 | 3.6 | 6.1 | | | | |
| January-March | 8.3 | 9.8 | 6.7 | 10.3 | 4.3 | 7.7 | | | | |
| April-June | 4.5 | 4.8 | 4.3 | 4.1 | 2.5 | 6.7 | | | | |
| July-September | 1.7 | 1.8 | 1.6 | 1.6 | .6 | 2.9 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 4.6 | 4.3 | 3.9 | 6.3 | 2.8 | 5.3 | | | | |
| January-March | 8.2 | 8.7 | 8.0 | 7.1 | 4.1 | 13.6 | | | | |
| April-June | 5.0 | 4.8 | 5.2 | 3.8 | 4.1 | 9.0 | | | | |
| July-September | 2.1 | 2.3 | 2.3 | 1.7 | 1.6 | 2.4 | | | | |
| AVERAGE PRICE PAID PER DOZEN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 39.7 | 47.2 | 40.5 | 34.4 | 46.0 | 42.4 | 3/ | 41.8 | 3/ | 35.2 |
| January-March | 49.7 | 57.1 | 52.3 | 39.4 | 45.8 | 58.1 | 48.2 | 55.8 | 54.8 | 40.8 |
| April-June | 56.3 | 63.8 | 57.9 | 46.7 | 66.5 | 53.8 | 54.3 | 60.4 | 61.8 | 47.5 |
| July-September | 57.7 | 70.6 | 58.6 | 50.4 | 70.8 | 49.5 | 55.8 | 66.5 | 62.8 | 43.3 |
| Season average | 48.3 | 56.8 | 50.9 | 38.8 | 51.6 | 51.2 | 47.2 | 53.1 | 51.8 | 40.0 |
| 1958-59: | | | | | | | | | | |
| October-December | 48.1 | 57.0 | 50.9 | 41.9 | 49.2 | 46.7 | 47.2 | 50.1 | 51.7 | 40.4 |
| January-March | 46.8 | 59.1 | 48.3 | 41.1 | 50.6 | 38.1 | 45.8 | 49.6 | 50.1 | 38.5 |
| April-June | 47.4 | 53.9 | 47.3 | 46.2 | 51.3 | 42.1 | 45.7 | 50.2 | 51.0 | 41.8 |
| July-September | 53.1 | 58.5 | 53.6 | 50.0 | 54.5 | 48.4 | 51.6 | 55.5 | 56.3 | 2/ |
| Season average | 47.9 | 57.4 | 49.2 | 43.1 | 51.0 | 41.8 | 46.7 | 50.6 | 51.4 | 40.2 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 19. FRESH GRAPEFRUIT - ALL AREAS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|---------------------------------|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| TOTAL PURCHASES 2/: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 5,146 | 1,655 | 1,834 | 724 | 396 | 537 | 1,869 | 1,402 | 1,390 | 485 |
| January-March | 7,120 | 2,119 | 2,530 | 941 | 639 | 891 | 2,755 | 1,839 | 1,773 | 753 |
| April-June | 3,390 | 1,131 | 967 | 347 | 293 | 652 | 1,475 | 642 | 770 | 503 |
| July-September | 472 | 116 | 122 | 3/ | 50 | 140 | 233 | 73 | 104 | 3/ |
| Total | 16,128 | 5,021 | 5,453 | 2,056 | 1,378 | 2,220 | 6,332 | 3,956 | 4,037 | 1,803 |
| 1958-59: | | | | | | | | | | |
| October-December | 3,543 | 1,197 | 1,171 | 474 | 301 | 400 | 1,239 | 954 | 994 | 356 |
| January-March | 7,206 | 2,345 | 2,617 | 861 | 576 | 807 | 2,616 | 2,086 | 1,871 | 633 |
| April-June | 4,243 | 1,508 | 1,269 | 577 | 267 | 622 | 1,671 | 1,072 | 1,025 | 475 |
| July-September | 969 | 313 | 277 | 173 | 50 | 156 | 422 | 168 | 233 | 146 |
| Total | 15,961 | 5,363 | 5,334 | 2,085 | 1,194 | 1,985 | 5,948 | 4,280 | 4,123 | 1,610 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 5.3 | 4.3 | 6.0 | 5.2 | 6.2 | 5.4 | 4/ | 5.4 | 4/ | 6.8 |
| January-March | 5.6 | 4.3 | 6.3 | 5.3 | 6.6 | 6.3 | 5.3 | 5.8 | 5.1 | 8.4 |
| April-June | 4.5 | 3.6 | 4.7 | 4.4 | 4.8 | 5.5 | 4.5 | 4.4 | 4.1 | 5.8 |
| July-September | 3.7 | 3.1 | 4.0 | 3/ | 3.3 | 4.1 | 3.5 | 3.9 | 3.2 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 5.3 | 4.3 | 5.8 | 5.6 | 5.9 | 5.5 | 4.9 | 5.4 | 5.0 | 7.3 |
| January-March | 5.9 | 5.1 | 6.6 | 5.8 | 6.1 | 6.2 | 5.6 | 6.4 | 5.7 | 7.3 |
| April-June | 5.0 | 4.4 | 5.2 | 5.1 | 4.7 | 5.6 | 4.7 | 5.6 | 4.5 | 5.9 |
| July-September | 4.1 | 3.6 | 4.2 | 4.6 | 3.5 | 4.4 | 3.9 | 4.1 | 3.9 | 5.1 |
| PURCHASES PER 1,000 POPULATION: | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 30.9 | 36.1 | 39.2 | 18.3 | 23.2 | 31.4 | | | | |
| January-March | 42.7 | 45.9 | 53.9 | 23.8 | 37.1 | 52.3 | | | | |
| April-June | 20.3 | 24.6 | 20.6 | 8.7 | 17.2 | 38.1 | | | | |
| July-September | 2.8 | 2.5 | 2.5 | 3/ | 2.8 | 8.1 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 21.0 | 25.7 | 24.8 | 11.9 | 17.5 | 23.2 | | | | |
| January-March | 42.7 | 50.6 | 55.1 | 21.3 | 33.6 | 46.6 | | | | |
| April-June | 25.1 | 32.4 | 26.6 | 14.3 | 15.6 | 35.7 | | | | |
| July-September | 5.6 | 6.7 | 5.7 | 4.3 | 3.0 | 8.9 | | | | |
| AVERAGE PRICE PAID PER DOZEN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 86.1 | 99.0 | 80.8 | 83.1 | 85.9 | 80.1 | 4/ | 85.5 | 4/ | 76.9 |
| January-March | 88.1 | 110.0 | 83.2 | 86.6 | 81.4 | 76.1 | 89.7 | 87.0 | 90.8 | 78.9 |
| April-June | 111.8 | 139.0 | 113.3 | 110.5 | 108.2 | 89.5 | 109.7 | 121.6 | 117.2 | 97.1 |
| July-September | 140.0 | 168.3 | 144.0 | 3/ | 157.3 | 118.6 | 128.4 | 167.3 | 159.9 | 3/ |
| Season average | 94.0 | 113.6 | 88.9 | 90.5 | 90.9 | 83.6 | 96.4 | 94.0 | 94.6 | 84.4 |
| 1958-59: | | | | | | | | | | |
| October-December | 95.3 | 110.8 | 89.3 | 81.0 | 94.7 | 97.0 | 99.2 | 96.5 | 92.7 | 85.2 |
| January-March | 83.3 | 92.6 | 77.4 | 77.7 | 85.5 | 84.8 | 86.3 | 81.2 | 82.4 | 79.2 |
| April-June | 98.4 | 105.2 | 97.3 | 85.4 | 112.0 | 95.3 | 101.3 | 94.5 | 101.4 | 90.2 |
| July-September | 115.9 | 132.2 | 117.8 | 96.8 | 138.6 | 107.3 | 115.5 | 123.8 | 116.0 | 106.6 |
| Season average | 91.8 | 102.2 | 86.6 | 81.9 | 95.7 | 92.2 | 94.9 | 89.7 | 91.3 | 86.0 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Includes Texas grapefruit. 3/ Too few purchases reported for analysis. 4/ Data not available. Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 20. FRESH GRAPEFRUIT - CALIFORNIA-ARIZONA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|--|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 535 | 56 | 60 | 2/ | 38 | 370 | 225 | 126 | 147 | 37 |
| January-March | 855 | 32 | 51 | 2/ | 82 | 675 | 356 | 225 | 216 | 58 |
| April-June | 758 | 90 | 87 | 2/ | 66 | 498 | 303 | 196 | 189 | 70 |
| July-September | 228 | 60 | 39 | 2/ | 21 | 98 | 112 | 40 | 42 | 2/ |
| Total | 2,376 | 238 | 237 | 2/ | 207 | 1,641 | 996 | 587 | 594 | 199 |
| 1958-59: | | | | | | | | | | |
| October-December | 384 | 2/ | 45 | 2/ | 2/ | 270 | 147 | 94 | 116 | 2/ |
| January-March | 745 | 32 | 70 | 2/ | 58 | 571 | 322 | 187 | 178 | 58 |
| April-June | 651 | 45 | 75 | 2/ | 38 | 484 | 254 | 196 | 155 | 46 |
| July-September | 312 | 87 | 84 | 2/ | 22 | 108 | 141 | 63 | 72 | 36 |
| Total | 2,092 | 196 | 274 | 2/ | 151 | 1,433 | 864 | 540 | 521 | 167 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 6.0 | 4.1 | 5.7 | 2/ | 6.9 | 6.2 | 3/ | 7.2 | 3/ | 5.9 |
| January-March | 7.1 | 3.3 | 6.7 | 2/ | 9.4 | 7.2 | 6.5 | 8.6 | 6.3 | 10.5 |
| April-June | 5.5 | 3.5 | 4.1 | 2/ | 6.2 | 6.1 | 5.4 | 6.0 | 4.8 | 7.2 |
| July-September | 3.7 | 3.3 | 3.6 | 2/ | 3.4 | 4.1 | 3.5 | 4.0 | 3.0 | 2/ |
| 1958-59: | | | | | | | | | | |
| October-December | 6.5 | 2/ | 6.0 | 2/ | 2/ | 6.7 | 6.2 | 7.1 | 6.1 | 2/ |
| January-March | 7.0 | 4.3 | 7.2 | 2/ | 8.2 | 7.0 | 6.7 | 7.8 | 6.2 | 10.2 |
| April-June | 5.9 | 5.1 | 5.2 | 2/ | 5.3 | 6.2 | 5.8 | 7.2 | 4.9 | 7.0 |
| July-September | 4.1 | 4.1 | 3.6 | 2/ | 3.6 | 4.6 | 3.8 | 4.7 | 4.0 | 4.9 |
| PURCHASES PER 1,000 POPULATION: | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 3.2 | 1.2 | 1.3 | 2/ | 2.2 | 21.7 | | | | |
| January-March | 5.1 | .7 | 1.1 | 2/ | 4.8 | 39.6 | | | | |
| April-June | 4.5 | 2.0 | 1.9 | 2/ | 3.9 | 29.1 | | | | |
| July-September | 1.4 | 1.3 | .8 | 2/ | 1.2 | 5.7 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 2.3 | 2/ | 1.0 | 2/ | 2/ | 15.6 | | | | |
| January-March | 4.4 | .7 | 1.5 | 2/ | 3.4 | 33.0 | | | | |
| April-June | 3.9 | 1.0 | 1.6 | 2/ | 2.2 | 27.8 | | | | |
| July-September | 1.8 | 1.8 | 1.7 | 2/ | 1.3 | 6.2 | | | | |
| AVERAGE PRICE PAID PER DOZEN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 75.1 | 104.0 | 83.0 | 2/ | 80.9 | 70.7 | 3/ | 76.4 | 3/ | 68.7 |
| January-March | 71.0 | 120.3 | 68.9 | 2/ | 73.4 | 69.2 | 76.4 | 70.2 | 66.4 | 56.2 |
| April-June | 92.1 | 133.3 | 119.4 | 2/ | 90.1 | 83.9 | 90.5 | 102.7 | 90.7 | 75.1 |
| July-September | 140.3 | 163.3 | 142.4 | 2/ | 169.9 | 123.4 | 127.5 | 171.1 | 155.1 | 2/ |
| Season average | 84.3 | 131.3 | 102.7 | 2/ | 89.6 | 77.2 | 87.5 | 88.1 | 78.9 | 74.1 |
| 1958-59: | | | | | | | | | | |
| October-December | 87.8 | 2/ | 88.7 | 2/ | 2/ | 87.7 | 93.4 | 95.0 | 79.0 | 2/ |
| January-March | 79.1 | 87.2 | 72.0 | 2/ | 79.2 | 79.8 | 81.1 | 85.1 | 75.8 | 57.7 |
| April-June | 92.0 | 100.3 | 99.1 | 2/ | 103.2 | 89.6 | 92.4 | 91.6 | 96.1 | 76.0 |
| July-September | 118.6 | 132.7 | 122.8 | 2/ | 137.2 | 106.1 | 114.8 | 127.5 | 123.6 | 106.1 |
| Season average | 89.6 | 113.5 | 97.2 | 2/ | 91.2 | 86.5 | 91.1 | 93.7 | 87.8 | 73.1 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 21. FRESH GRAPEFRUIT - FLORIDA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|--|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 2,985 | 1,275 | 1,075 | 495 | 82 | 58 | 931 | 970 | 829 | 255 |
| January-March | 3,515 | 1,655 | 1,118 | 658 | 37 | 47 | 1,157 | 1,018 | 934 | 406 |
| April-June | 1,487 | 845 | 356 | 214 | 38 | 34 | 611 | 232 | 360 | 284 |
| July-September | 65 | 27 | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ |
| Total | 8,052 | 3,802 | 2,564 | 1,385 | 161 | 140 | 2,722 | 2,228 | 2,149 | 953 |
| 1958-59: | | | | | | | | | | |
| October-December | 1,910 | 965 | 534 | 343 | 30 | 38 | 541 | 589 | 557 | 223 |
| January-March | 3,973 | 1,980 | 1,303 | 579 | 50 | 61 | 1,183 | 1,280 | 1,124 | 386 |
| April-June | 2,423 | 1,254 | 684 | 397 | 44 | 44 | 859 | 643 | 619 | 302 |
| July-September | 358 | 153 | 68 | 128 | 2/ | 2/ | 139 | 50 | 92 | 77 |
| Total | 8,664 | 4,352 | 2,589 | 1,447 | 130 | 146 | 2,722 | 2,562 | 2,392 | 988 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 5.1 | 4.5 | 5.8 | 5.4 | 4.9 | 3.4 | 3/ | 5.5 | 3/ | 5.8 |
| January-March | 5.1 | 4.4 | 6.0 | 5.7 | 3.6 | 4.0 | 4.6 | 5.3 | 4.7 | 7.5 |
| April-June | 4.0 | 3.7 | 4.4 | 4.6 | 3.9 | 3.5 | 4.0 | 3.3 | 3.6 | 5.2 |
| July-September | 3.2 | 2.6 | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ |
| 1958-59: | | | | | | | | | | |
| October-December | 5.1 | 4.5 | 5.6 | 6.2 | 4.5 | 3.9 | 4.4 | 5.5 | 4.9 | 7.3 |
| January-March | 5.6 | 5.2 | 6.4 | 6.1 | 4.7 | 4.0 | 4.9 | 6.5 | 5.5 | 6.3 |
| April-June | 4.8 | 4.5 | 5.3 | 5.6 | 4.0 | 3.1 | 4.4 | 5.5 | 4.5 | 5.6 |
| July-September | 4.3 | 3.7 | 4.1 | 5.3 | 2/ | 2/ | 4.1 | 3.7 | 4.1 | 5.8 |
| PURCHASES PER 1,000 POPULATION: | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 18.0 | 27.8 | 23.0 | 12.5 | 4.8 | 3.4 | | | | |
| January-March | 21.1 | 35.9 | 23.8 | 16.6 | 2.2 | 2.7 | | | | |
| April-June | 8.9 | 18.3 | 7.6 | 5.4 | 2.2 | 2.0 | | | | |
| July-September | .4 | .6 | 2/ | 2/ | 2/ | 2/ | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 11.3 | 20.7 | 11.3 | 8.6 | 1.7 | 2.2 | | | | |
| January-March | 23.6 | 42.7 | 27.4 | 14.3 | 2.9 | 3.5 | | | | |
| April-June | 14.3 | 26.9 | 14.3 | 9.9 | 2.6 | 2.5 | | | | |
| July-September | 2.1 | 3.3 | 1.4 | 3.2 | 2/ | 2/ | | | | |
| AVERAGE PRICE PAID PER DOZEN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 90.1 | 96.9 | 83.0 | 80.8 | 103.5 | 132.2 | 3/ | 85.6 | 3/ | 83.6 |
| January-March | 98.8 | 109.6 | 92.4 | 82.5 | 141.1 | 133.5 | 103.4 | 92.6 | 102.1 | 94.4 |
| April-June | 130.5 | 140.4 | 123.7 | 104.5 | 150.0 | 151.7 | 112.1 | 145.7 | 142.8 | 113.4 |
| July-September | 144.3 | 164.9 | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ |
| Season average | 101.1 | 111.8 | 92.6 | 85.7 | 122.9 | 137.4 | 107.0 | 94.5 | 103.2 | 96.4 |
| 1958-59: | | | | | | | | | | |
| October-December | 97.0 | 107.7 | 92.8 | 73.2 | 147.0 | 123.5 | 104.8 | 95.9 | 95.8 | 84.0 |
| January-March | 87.9 | 93.3 | 83.0 | 75.4 | 138.1 | 117.6 | 97.1 | 80.4 | 86.3 | 88.6 |
| April-June | 100.6 | 105.3 | 98.9 | 80.0 | 146.0 | 152.3 | 107.5 | 92.6 | 102.6 | 93.9 |
| July-September | 110.5 | 129.5 | 115.6 | 88.7 | 2/ | 2/ | 112.7 | 115.3 | 111.0 | 102.9 |
| Season average | 94.3 | 100.9 | 90.0 | 77.1 | 144.6 | 130.2 | 102.6 | 87.7 | 93.5 | 90.1 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 22. FRESH GRAPEFRUIT - UNIDENTIFIED

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | United States | Region | | | | | Retail outlet | | | |
|--|---------------|--------------|---------------|--------------|---------------------|--------------|--------------------|-----------------|-----------------|------------------|
| | | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| TOTAL PURCHASES: | | | | | | | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 1,156 | 315 | 519 | 173 | 73 | 76 | 479 | 241 | 335 | 101 |
| January-March | 1,568 | 416 | 752 | 190 | 112 | 98 | 661 | 351 | 428 | 128 |
| April-June | 780 | 188 | 338 | 92 | 68 | 94 | 370 | 145 | 166 | 99 |
| July-September | 158 | 29 | 58 | 2/ | 16 | 39 | 80 | 22 | 36 | 2/ |
| Total | 3,662 | 948 | 1,667 | 471 | 269 | 307 | 1,590 | 759 | 965 | 348 |
| 1958-59: | | | | | | | | | | |
| October-December | 777 | 194 | 380 | 103 | 59 | 41 | 315 | 177 | 230 | 55 |
| January-March | 1,384 | 309 | 708 | 179 | 90 | 98 | 586 | 376 | 351 | 71 |
| April-June | 896 | 205 | 395 | 145 | 71 | 80 | 427 | 191 | 202 | 76 |
| July-September | 277 | 72 | 116 | 33 | 2/ | 44 | 128 | 50 | 67 | 32 |
| Total | 3,334 | 780 | 1,599 | 460 | 232 | 263 | 1,456 | 794 | 850 | 234 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 4.7 | 3.7 | 5.7 | 4.4 | 4.8 | 4.5 | 3/ | 4.2 | 3/ | 5.5 |
| January-March | 4.9 | 4.0 | 5.8 | 4.2 | 5.3 | 4.7 | 4.8 | 4.8 | 4.9 | 6.4 |
| April-June | 4.1 | 3.3 | 4.5 | 4.2 | 3.7 | 4.7 | 4.1 | 3.9 | 4.0 | 4.9 |
| July-September | 3.8 | 3.2 | 4.3 | 2/ | 2.9 | 4.4 | 3.5 | 3.7 | 3.6 | 2/ |
| 1958-59: | | | | | | | | | | |
| October-December | 4.6 | 3.6 | 5.4 | 4.5 | 4.2 | 4.0 | 4.5 | 4.4 | 4.7 | 5.0 |
| January-March | 5.5 | 5.0 | 6.3 | 4.8 | 4.6 | 5.3 | 5.3 | 5.7 | 5.4 | 6.1 |
| April-June | 4.5 | 4.0 | 5.0 | 4.2 | 4.1 | 4.8 | 4.6 | 4.6 | 4.1 | 4.8 |
| July-September | 3.9 | 3.1 | 4.8 | 3.4 | 2/ | 4.1 | 3.9 | 3.8 | 3.6 | 4.2 |
| PURCHASES PER 1,000 POPULATION: | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 6.9 | 6.9 | 11.1 | 4.4 | 4.3 | 4.4 | | | | |
| January-March | 9.4 | 9.0 | 16.0 | 4.8 | 6.5 | 5.8 | | | | |
| April-June | 4.7 | 4.1 | 7.2 | 2.3 | 4.0 | 5.5 | | | | |
| July-September | .9 | .6 | 1.2 | 2/ | .9 | 2.2 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 4.6 | 4.2 | 8.0 | 2.6 | 3.5 | 2.4 | | | | |
| January-March | 8.2 | 6.7 | 14.9 | 4.4 | 5.2 | 5.7 | | | | |
| April-June | 5.3 | 4.4 | 8.3 | 3.6 | 4.1 | 4.6 | | | | |
| July-September | 1.6 | 1.6 | 2.4 | .8 | 2/ | 2.5 | | | | |
| AVERAGE PRICE PAID PER DOZEN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 89.4 | 105.8 | 81.2 | 90.8 | 98.0 | 80.3 | 3/ | 94.8 | 3/ | 76.5 |
| January-March | 90.4 | 110.1 | 82.7 | 98.4 | 82.8 | 82.0 | 93.1 | 90.6 | 93.1 | 68.6 |
| April-June | 117.6 | 137.0 | 116.3 | 115.0 | 130.3 | 93.2 | 116.3 | 128.2 | 123.5 | 96.8 |
| July-September | 139.5 | 181.6 | 148.9 | 2/ | 154.4 | 103.5 | 129.1 | 177.5 | 152.7 | 2/ |
| Season average | 98.2 | 116.0 | 91.1 | 100.7 | 102.3 | 87.6 | 100.5 | 102.5 | 97.4 | 81.3 |
| 1958-59: | | | | | | | | | | |
| October-December | 100.2 | 122.8 | 91.7 | 92.6 | 102.4 | 106.5 | 103.0 | 102.4 | 95.7 | 96.1 |
| January-March | 82.0 | 88.3 | 76.1 | 83.9 | 97.9 | 82.6 | 83.4 | 81.5 | 82.3 | 70.2 |
| April-June | 100.5 | 106.0 | 97.6 | 95.9 | 119.5 | 92.6 | 100.0 | 102.8 | 104.2 | 87.5 |
| July-September | 119.1 | 135.8 | 117.4 | 112.9 | 2/ | 104.3 | 120.6 | 124.9 | 113.4 | 114.4 |
| Season average | 94.1 | 105.2 | 87.7 | 91.6 | 108.0 | 93.1 | 95.4 | 94.2 | 93.3 | 87.4 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 23. CANNED GRAPEFRUIT SECTIONS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|-------------------------------------|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases | 1,000 cases |
| TOTAL PURCHASES: | cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases | 2/cases |
| 1957-58: | | | | | | | | | | |
| October-December | 803 | 288 | 211 | 126 | 48 | 130 | 306 | 275 | 219 | 3/ |
| January-March | 872 | 371 | 248 | 84 | 52 | 117 | 310 | 317 | 239 | 3/ |
| April-June | 974 | 377 | 296 | 105 | 51 | 145 | 359 | 359 | 244 | 3/ |
| July-September | 965 | 390 | 323 | 98 | 36 | 118 | 344 | 336 | 275 | 3/ |
| Total | 3,614 | 1,426 | 1,078 | 413 | 187 | 510 | 1,319 | 1,287 | 977 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 897 | 317 | 335 | 84 | 43 | 118 | 333 | 282 | 269 | 3/ |
| January-March | 731 | 250 | 269 | 56 | 36 | 120 | 286 | 221 | 217 | 3/ |
| April-June | 727 | 266 | 255 | 52 | 29 | 125 | 237 | 260 | 211 | 3/ |
| July-September | 914 | 362 | 310 | 69 | 38 | 135 | 271 | 340 | 294 | 3/ |
| Total | 3,269 | 1,195 | 1,169 | 261 | 146 | 498 | 1,127 | 1,103 | 991 | 3/ |
| AVERAGE SIZE OF PURCHASE: | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1957-58: | | | | | | | | | | |
| October-December | 37.4 | 34.6 | 36.4 | 43.9 | 38.8 | 38.2 | 4/ | 39.9 | 4/ | 3/ |
| January-March | 36.4 | 35.5 | 36.4 | 44.1 | 33.2 | 36.4 | 33.2 | 44.7 | 33.3 | 3/ |
| April-June | 35.7 | 34.3 | 34.7 | 39.6 | 34.9 | 37.6 | 36.1 | 38.8 | 31.3 | 3/ |
| July-September | 35.8 | 36.9 | 35.4 | 42.5 | 27.8 | 34.0 | 34.2 | 40.3 | 33.7 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 36.1 | 34.1 | 38.6 | 37.1 | 31.8 | 36.1 | 34.3 | 41.0 | 34.4 | 3/ |
| January-March | 35.5 | 33.2 | 39.2 | 33.4 | 35.3 | 34.3 | 33.8 | 40.0 | 34.8 | 3/ |
| April-June | 36.7 | 35.3 | 37.4 | 36.9 | 32.5 | 38.5 | 33.9 | 40.2 | 35.6 | 3/ |
| July-September | 37.1 | 37.8 | 35.2 | 37.5 | 32.8 | 40.2 | 30.9 | 46.6 | 36.4 | 3/ |
| PURCHASES PER 1,000 POPULATION: | Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases | 2/Cases |
| 1957-58: | | | | | | | | | | |
| October-December | 4.8 | 6.3 | 4.5 | 3.2 | 2.8 | 7.6 | | | | |
| January-March | 5.2 | 8.1 | 5.3 | 2.1 | 3.0 | 6.9 | | | | |
| April-June | 5.8 | 8.2 | 6.3 | 2.6 | 3.0 | 8.5 | | | | |
| July-September | 5.8 | 8.4 | 6.9 | 2.4 | 2.1 | 6.8 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 5.3 | 6.8 | 7.1 | 2.1 | 2.5 | 6.8 | | | | |
| January-March | 4.3 | 5.4 | 5.7 | 1.4 | 2.1 | 6.9 | | | | |
| April-June | 4.3 | 5.7 | 5.3 | 1.3 | 1.7 | 7.2 | | | | |
| July-September | 5.4 | 7.7 | 6.4 | 1.7 | 2.2 | 7.7 | | | | |
| AVERAGE PRICE PAID PER NO. 303 CAN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 19.1 | 18.2 | 18.5 | 18.9 | 21.9 | 19.9 | 4/ | 17.5 | 4/ | 3/ |
| January-March | 19.2 | 18.5 | 18.9 | 19.4 | 20.2 | 20.6 | 20.9 | 17.9 | 18.9 | 3/ |
| April-June | 19.9 | 18.6 | 19.7 | 20.7 | 19.9 | 21.3 | 21.3 | 18.4 | 19.5 | 3/ |
| July-September | 20.2 | 18.9 | 19.7 | 21.5 | 21.8 | 22.1 | 21.9 | 18.7 | 19.7 | 3/ |
| Season average | 19.6 | 19.3 | 19.2 | 20.2 | 20.9 | 20.4 | 21.2 | 18.2 | 19.3 | 3/ |
| 1958-59: | | | | | | | | | | |
| October-December | 20.4 | 19.6 | 19.7 | 21.5 | 22.0 | 21.6 | 22.1 | 18.8 | 19.8 | 3/ |
| January-March | 20.6 | 19.7 | 20.2 | 21.2 | 20.9 | 22.0 | 21.8 | 19.2 | 20.6 | 3/ |
| April-June | 20.6 | 19.5 | 20.4 | 20.6 | 21.9 | 21.8 | 22.1 | 19.6 | 20.6 | 3/ |
| July-September | 20.6 | 19.5 | 20.3 | 20.9 | 22.5 | 21.8 | 22.5 | 19.1 | 20.5 | 3/ |
| Season average | 20.5 | 19.6 | 20.1 | 21.1 | 21.8 | 21.8 | 22.1 | 19.2 | 20.4 | 3/ |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...480 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 24. FRESH LEMONS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

| Period | Region | | | | | | Retail outlet | | | |
|---------------------------------|---------------|-------------|---------------|-------------|---------------------|-------------|--------------------|-----------------|-----------------|------------------|
| | United States | North-east | North-Central | South | Mountain-South-west | Pacific | Independent stores | National chains | Regional chains | Other outlets 1/ |
| TOTAL PURCHASES: | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| 1957-58: | | | | | | | | | | |
| October-December | 790 | 213 | 138 | 286 | 89 | 64 | 383 | 153 | 175 | 79 |
| January-March | 814 | 215 | 164 | 272 | 93 | 70 | 393 | 168 | 188 | 65 |
| April-June | 1,284 | 291 | 245 | 533 | 131 | 84 | 619 | 271 | 306 | 88 |
| July-September | 1,541 | 377 | 307 | 595 | 162 | 100 | 746 | 306 | 375 | 114 |
| Total | 4,429 | 1,096 | 854 | 1,686 | 475 | 318 | 2,141 | 898 | 1,044 | 346 |
| 1958-59: | | | | | | | | | | |
| October-December | 703 | 181 | 123 | 267 | 75 | 57 | 372 | 129 | 145 | 57 |
| January-March | 692 | 178 | 130 | 256 | 77 | 51 | 349 | 149 | 139 | 55 |
| April-June | 1,351 | 363 | 280 | 528 | 113 | 67 | 628 | 304 | 324 | 95 |
| July-September | 1,423 | 377 | 302 | 534 | 128 | 82 | 651 | 334 | 352 | 86 |
| Total | 4,169 | 1,099 | 835 | 1,585 | 393 | 257 | 2,000 | 916 | 960 | 293 |
| AVERAGE SIZE OF PURCHASE: | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| 1957-58: | | | | | | | | | | |
| October-December | 6.4 | 5.4 | 5.7 | 8.0 | 6.3 | 5.5 | 2/ | 6.4 | 2/ | 7.2 |
| January-March | 6.2 | 4.9 | 5.9 | 7.8 | 6.2 | 5.5 | 6.3 | 6.1 | 6.0 | 6.9 |
| April-June | 7.2 | 5.9 | 7.1 | 8.5 | 6.5 | 6.2 | 7.2 | 7.3 | 7.3 | 7.5 |
| July-September | 7.8 | 6.6 | 7.9 | 9.3 | 6.9 | 6.5 | 7.8 | 7.9 | 7.8 | 8.0 |
| 1958-59: | | | | | | | | | | |
| October-December | 6.5 | 5.2 | 5.6 | 8.3 | 6.2 | 5.3 | 6.7 | 6.2 | 6.1 | 7.1 |
| January-March | 6.4 | 5.0 | 5.9 | 8.0 | 6.4 | 5.6 | 6.6 | 6.4 | 5.6 | 7.7 |
| April-June | 7.8 | 6.7 | 7.7 | 9.2 | 6.8 | 6.1 | 7.7 | 8.1 | 7.5 | 8.3 |
| July-September | 7.8 | 7.1 | 7.8 | 9.2 | 7.0 | 6.0 | 7.8 | 8.2 | 7.7 | 7.6 |
| PURCHASES PER 1,000 POPULATION: | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | | | | |
| 1957-58: | | | | | | | | | | |
| October-December | 4.7 | 4.6 | 3.0 | 7.2 | 5.2 | 3.7 | | | | |
| January-March | 4.9 | 4.7 | 3.5 | 6.9 | 5.4 | 4.1 | | | | |
| April-June | 7.7 | 6.3 | 5.2 | 13.4 | 7.6 | 5.0 | | | | |
| July-September | 9.2 | 8.2 | 6.6 | 14.8 | 9.4 | 5.8 | | | | |
| 1958-59: | | | | | | | | | | |
| October-December | 4.2 | 3.9 | 2.6 | 6.7 | 4.4 | 3.3 | | | | |
| January-March | 4.1 | 3.8 | 2.7 | 6.3 | 4.5 | 3.0 | | | | |
| April-June | 8.0 | 7.8 | 5.8 | 13.1 | 6.6 | 3.9 | | | | |
| July-September | 8.4 | 8.0 | 6.3 | 13.3 | 7.4 | 4.7 | | | | |
| AVERAGE PRICE PAID PER DOZEN: | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1957-58: | | | | | | | | | | |
| October-December | 45.9 | 52.4 | 55.4 | 38.7 | 44.9 | 48.6 | 2/ | 49.1 | 2/ | 39.9 |
| January-March | 47.0 | 53.2 | 57.1 | 39.2 | 45.9 | 47.7 | 45.8 | 49.8 | 49.7 | 39.9 |
| April-June | 43.7 | 50.9 | 51.4 | 38.0 | 44.0 | 45.8 | 43.2 | 45.3 | 44.6 | 40.1 |
| July-September | 42.5 | 49.2 | 48.6 | 36.6 | 43.6 | 44.0 | 42.0 | 44.0 | 43.0 | 40.0 |
| Season average | 44.2 | 51.0 | 52.1 | 37.8 | 44.4 | 46.2 | 43.4 | 46.3 | 45.6 | 40.0 |
| 1958-59: | | | | | | | | | | |
| October-December | 44.8 | 52.0 | 55.1 | 37.8 | 44.1 | 47.7 | 43.3 | 47.2 | 47.9 | 42.4 |
| January-March | 45.0 | 52.9 | 54.9 | 38.0 | 43.0 | 48.0 | 44.0 | 46.3 | 48.8 | 39.9 |
| April-June | 42.0 | 48.4 | 46.8 | 36.4 | 42.1 | 46.6 | 41.8 | 41.6 | 43.7 | 38.9 |
| July-September | 43.4 | 49.8 | 48.9 | 37.5 | 43.0 | 46.8 | 43.0 | 43.2 | 44.9 | 41.3 |
| Season average | 43.5 | 50.2 | 50.0 | 37.3 | 43.0 | 47.2 | 42.9 | 43.7 | 45.6 | 40.4 |

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).





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